

MCO 1510.62A

**Individual Training Standards (ITS) System
for**

PUBLIC AFFAIRS (OCCFLD 43)



Signed 17 Feb 00
T. S. JONES
By direction

MCO 1510.62A
C 461
17 FEB 00

MARINE CORPS ORDER 1510.62A

From: Commandant of the Marine Corps
To: Distribution List

Subj: INDIVIDUAL TRAINING STANDARDS (ITS) SYSTEM FOR PUBLIC AFFAIRS, OCCUPATIONAL FIELD (OCCFLD) 43

Ref: (a) MCO 1510.34A
(b) MCO 1553.1B
(c) MCO 1553.2
(d) MCO 1553.3
(e) MCO 3500.27

Encl: (1) Description of an Individual Training Standard
(2) Management of Individual Training Standards
(3) Summary/Index of Individual Training Standards
(4) Common Individual Training Standards
(5) Training Support
(6) Individual Training Standards
(7) Summary/Index of Individual Training Standards by Specific Category (MOJT, DL, PST)

1. Purpose. To publish revised Individual Training Standards (ITS) at enclosures (1) through (7) for OccFld 43, Public Affairs.

2. Cancellation. MCO 1510.62

3. Background

a. The references establish the system used to publish all training standards, provide policy, and assign training responsibilities, especially as applied to the Systems Approach to Training (SAT).

b. ITSs establish the training requirements for all Marines in the same occupational field (OccFld), Military Occupational Specialty (MOS), or billet. They provide a foundation upon which unit commanders and Functional Learning Center (FLC) directors build training packages for individual Marines as part of unit training plans or formal courses of instruction.

c. ITSs represent the skills that contribute to the unit mission as expressed in the Mission Performance Standards (MPS). Changes to doctrine or force structure or the introduction of new weapons or equipment may necessitate revision of this Order.

4. Summary of Revision. This order deletes two specialties from the ITS Order (MOS 4321 Print Journalist and MOS 4391 Public Affairs Chief) to reflect the current OccFld structure. It includes MOS 4341 Combat Correspondent.

5. Information. ITSs are used by unit commanders and FLC directors to design, develop, conduct, and evaluate the individual training of Marines. Unit commanders are responsible for the sustainment of all individual tasks that have been deemed, through analysis, to support the unit's Mission Essential Task List (METL). Unit commanders

DISTRIBUTION STATEMENT A: Approved for public release; distribution is unlimited.

can, therefore, use the tasks contained in this Order as the basis of individual training through Managed On-The-Job Training (MOJT), instruction in unit-level schools, or incorporation in their training plans. FLC directors will derive Terminal Learning Objectives (TLO) and Enabling Learning Objectives (ELO) from the tasks, conditions, standards, and performance steps of each associated ITS. Task lists reported by FLCs on Course Descriptive Data (CDD) submissions will consist of tasks contained in this Order that are designated for training at the appropriate level in the FLC.

6. Action

a. Commanding General, Marine Corps Combat Development Command (CG MCCDC)

(1) Ensure all FLCs use this Order to train personnel to the standards required by grade and MOS.

(2) Ensure the Marine Corps Institute (MCI) and the Training and Audiovisual Support Centers (TAVSC) provide standardized job aids and other training support requirements to facilitate training in units.

(3) Review, revise, and manage the upkeep of this Order in coordination with Operating Force and Supporting Establishment commanders and MOS Specialists/OccFld Advisors.

(4) Ensure the Combat Development Process identifies the impact on training, by MOS and ITS, of all new equipment.

(5) Ensure coordination with the Commander, Marine Corps Systems Command (COMMARCORSSYSCOM) to integrate the acquisition of new equipment into FLC training per the published ITSS.

b. Commanding Generals of the Marine Forces and Supporting Establishment Commands and Commanders of Separate Organizations not Commanded by a General Officer

(1) Use this Order as the basis for individual training.

(2) Conduct MOJT programs and/or instruction in unit level schools to satisfy initial, sustainment, and refresher training requirements in so far as the tasks support unit mission requirements.

7. Submission of Recommendations and Requirements. Recommendations concerning the content of this Order are invited. Submit recommendations for additions, deletions, or modifications to CG MCCDC (C461) via the chain of command.

8. Reserve Applicability. This Order is applicable to the Marine Corps Reserve.

T. S. JONES
By direction

DISTRIBUTION: PCN 10201654400

Copy to: 7000110 (55)
7230004 (20)
8145005 (2)
8145001 (1)
7000144 (1)

DESCRIPTION OF AN INDIVIDUAL TRAINING STANDARD

1. ITS Designator. Each ITS has a unique three-part identifier that represents an MOS (or billet), a duty (or functional) area within that MOS, and a specific task included in that duty area. Each part is separated by periods. An example of an ITS Designator is 0311.02.08.

a. The first four positions ("0311" in the example above) represent the MOS or billet. For any ITS associated with an official MOS, the four digits must be identical to those assigned to the MOS in MCO P1200.7 (MOS Manual).

b. The middle two positions ("02" in the example above) represent the duty or functional area. Duty areas within a given MOS are assigned Arabic numerals. Duty areas 1 through 9 are always preceded by a leading zero. In the example above, "02" represents the second duty area under MOS 0311.

c. The last two positions ("08" in the example above) represent a specific task. Tasks within a specific duty or functional area are assigned Arabic numerals. Tasks 1 through 9 are always preceded by a leading zero. In the example above, "08" represents one task within the second duty area under MOS 0311.

2. ITS Components. There are six basic components of an ITS, five of which are mandatory:

a. Task. The task describes a specific and necessary behavior expected of a Marine in a particular MOS or job. It is a clearly stated, performance-oriented action requiring a learned skill. Skills that "make" a Marine or qualify that Marine for an MOS are designated as "Core." Those advanced skills that are mission, rank, or billet specific are designated as "Core Plus."

b. Condition(s). This portion of the ITS describes the equipment, manuals, assistance/supervision, special physical demands, environmental conditions, and location affecting a Marine's performance of the task under real-world circumstances.

c. Standard(s). This portion of the ITS describes the level of proficiency to which the individual must perform the task.

d. Performance Steps. Collectively, the performance steps represent the logical sequence of actions required of the Marine to perform the task to standard. These actions are typically detailed in the references.

e. Reference(s). References are doctrinal publications, technical manuals, and other publications upon which the ITS and its performance steps are based. They should be readily available and provide detail to the procedures that are only summarized in the performance steps.

f. Administrative Instructions (Optional). Administrative instructions provide the trainer/instructor with special required or recommended circumstances, including safety precautions, relating to the training or execution of the task. These instructions may also clarify the meaning of the task.

3. ITS Training

a. Initial Training Setting. All ITSs are assigned an initial training setting that includes a specific location for initial instruction [Functional Learning Center (FLC) or Managed On-The-Job Training (MOJT)], a sustainment factor (number of months

ENCLOSURE (1)

between evaluation or retraining to maintain the proficiency required by the standard), and a "Required By" rank (the lowest rank at which task proficiency is required).

b. Training Materiel (Optional). Training materiel includes all training devices, simulators, aids, equipment, and materials [except ammunition, distance learning (DL) products, and performance support tools (PST)] required or recommended to properly train the task under the specified conditions and to the specified standard.

c. Ammunition (Optional). This section includes any ammunition, explosives, and/or pyrotechnics required for proper training of the ITS.

d. Distance Learning Product(s) (Optional). This section includes a list of any currently available or planned DL products designed to provide training related to this task.

e. Performance Support Tool(s) (Optional). This section includes a list of any currently available or planned PSTs designed to provide training related to this task.

MANAGEMENT OF INDIVIDUAL TRAINING STANDARDS

1. ITS Use

a. ITSS form the basis for all individual training in Functional Learning Centers (FLC) and units. They are written for all MOSs in order to specify the critical skills required by units of their individual Marines in support of the unit's combat missions as defined in the unit's Mission Essential Task List (METL).

b. FLC directors are responsible for reviewing all ITSS marked for initial training at the FLC. They must conduct courses of instruction on those ITSS appropriate for their student populations in terms of grade or rank. The task portion of each ITS taught in a given course must appear in the Task List (Item 24) of the CDD for that course. In accordance with SAT, a Program of Instruction (POI) must also be developed for the course.

c. ITSS provide measures of performance that can be used by unit commanders to diagnose individual deficiencies and design training. Noted deficiencies should be scheduled for remediation on training plans or through Managed On-The-Job Training (MOJT), as appropriate.

d. A Marine should continue to receive instruction on ITSS that support the unit's METL. Individual training cannot cease upon graduation from the FLC because FLCs cannot prepare every Marine to serve in every billet. Individuals should be given opportunities in the unit to gain experience and responsibility as quickly as possible.

2. ITS Maintenance

a. A relationship exists between ITSS and the threat to Marine forces. Changes in the threat often trigger corresponding changes in our weapons, equipment, or doctrine, which then necessitate producing new or updated training standards. Such action requires a team effort on the part of the operating forces, the FLCs, and staff agencies at both Headquarters, U.S. Marine Corps and the Marine Corps Combat Development Command (MCCDC).

b. ITSS are ultimately validated by unit commanders and FLC directors. Records of Proceedings (ROP) resulting from Course Content Review Boards (CCRB) conducted by FLCs are particularly well suited for recommending revisions. The ROP should contain a justification for each proposed addition, deletion, or change and should accompany any request to obtain authority to depart from the currently published ITSS. Unit commanders can recommend changes through participation in a school's CCRB or directly via the chain of command. Unless significant changes warrant earlier action, ITS orders are revised and republished on a 4-year cycle.

c. ITS management is a dynamic process involving user maintenance as the key to refining standards to best serve unit missions. ITS users should evaluate whether ITSS support or fail to support an MOS, and ITS components should be examined for realism and pertinence. Users are encouraged to submit recommended changes to published ITSS through the chain of command.

ENCLOSURE (2)

17 FEB 00

SUMMARY/INDEX OF INDIVIDUAL TRAINING STANDARDS

1. General. This enclosure is a summary listing of all ITS tasks grouped by MOS and Duty Area.
2. Format. The columns are as follows:
 - a. SEQ. Sequence Number. This number dictates the order in which tasks for a given duty area are displayed.
 - b. TASK. ITS Designator. This is the permanent designator assigned to the task when it is created.
 - c. TITLE. ITS Task Title.
 - d. CORE. An "X" appears in this column when the task is designated as a "core" task required to "make" a Marine and qualify that Marine for the appropriate MOS. The absence of an "X" indicates that this is an advanced ("core plus") task that is mission, rank, or billet specific.
 - e. FLC. Functional Learning Center. An "X" appears in this column when the FLC is designated as the initial training setting. The absence of an "X" indicates that the initial training is accomplished through Managed On-The-Job Training (MOJT).
 - f. DL. Distance Learning Product. An "X" in this column indicates that at least one DL product is associated with this task. Consult enclosure (6) for details.
 - g. PST. Performance Support Tool. An "X" in this column indicates that at least one PST is associated with this task. Consult enclosure (6) for details.
 - h. SUS. Sustainment Training Period. An entry in this column represents the number of months between evaluation or retraining by the unit to maintain the proficiency required by the standard, provided the task supports the unit's METL.
 - i. REQ BY. Required By. An entry in this column depicts the lowest rank required to demonstrate proficiency in this task.
 - j. PAGE. Page Number. This column lists the number of the page in enclosure (6) that contains detailed information concerning this task.

SEQ	TASK	TITLE	CORE	FLC	DL	PST	SUS	REQ BY	PAGE
-----	------	-------	------	-----	----	-----	-----	--------	------

MOS 4302, PUBLIC AFFAIRS OFFICERDUTY AREA 01 - SUPERVISION

1)	4302.01.01	SUPERVISE A PUBLIC AFFAIRS PROGRAM	X	X			12	2ndLt	6-A-1
2)	4302.01.02	WRITE COMMAND OR INSTALLATION ANNUAL PUBLIC AFFAIRS CAMPAIGN PLAN					12	2ndLt	6-A-2
3)	4302.01.03	EVALUATE REQUESTS FOR LATERAL MOVES INTO OCCFLD 43					12	2ndLt	6-A-2
4)	4302.01.04	ESTABLISH PUBLIC AFFAIRS STANDING OPERATING PROCEDURES (SOP)					12	2ndLt	6-A-3
5)	4302.01.05	DRAFT PUBLIC AFFAIRS ANNEX TO OPERATIONS PLANS AND ORDERS	X	X			12	2ndLt	6-A-4

ENCLOSURE (3)

SEQ	TASK	TITLE	CORE	FLC	DL	PST	SUS	REQ	BY	PAGE
6)	4302.01.06	REVIEW RELEASABLE INFORMATION FOR SECURITY, ACCURACY, POLICY, AND PROPRIETY	X	X			12	2ndLt		6-A-5
7)	4302.01.07	ESTABLISH PUBLIC INFORMATION HOTLINES					12	2ndLt		6-A-6
8)	4302.01.08	COORDINATE THE DRAFTING OF SPEECHES OR ARTICLES FOR PUBLICATION	X	X			12	2ndLt		6-A-7
9)	4302.01.09	ESTABLISH A COMMAND INFORMATION BUREAU (CIB)					12	2ndLt		6-A-8
10)	4302.01.10	DEVELOP PUBLIC AFFAIRS EMERGENCY/CRISIS ACTION PLAN					12	2ndLt		6-A-8
11)	4302.01.11	WRITE PROPOSED PUBLIC AFFAIRS GUIDANCE (PAG)	X	X			12	2ndLt		6-A-10
12)	4302.01.12	MAINTAIN THE PUBLIC AFFAIRS TABLE OF EQUIPMENT (T/E)					12	2ndLt		6-A-10
13)	4302.01.13	SUPERVISE PREPARATION OF ANNUAL PUBLIC AFFAIRS BUDGET					12	2ndLt		6-A-11
14)	4302.01.14	ADVISE THE COMMANDER, SENIOR STAFF OFFICERS, AND SUBORDINATE COMMANDS ON CURRENT PUBLIC AFFAIRS MATTERS	X	X			12	2ndLt		6-A-12
15)	4302.01.15	SUPERVISE COMMAND WEB SITE	X	X			12	2ndLt		6-A-12

DUTY AREA 02 - COMMUNITY RELATIONS

1)	4302.02.01	MAINTAIN A PROFESSIONAL WORKING RELATIONSHIP WITH CIVIC LEADERS AND FEDERAL, STATE, AND LOCAL GOVERNMENT ORGANIZATIONS	X	X			12	2ndLt		6-A-14
2)	4302.02.02	COORDINATE MARINE CORPS PARTICIPATION IN SIGNIFICANT LOCAL, STATE, AND NATIONAL EVENTS	X	X			12	2ndLt		6-A-14
3)	4302.02.03	PLAN TOUR PROGRAMS					12	2ndLt		6-A-15
4)	4302.02.04	COORDINATE PLANNING FOR COMMAND OPEN HOUSE					12	2ndLt		6-A-15
5)	4302.02.05	ORGANIZE COMMAND SPEAKER'S BUREAU PROGRAM					12	2ndLt		6-A-16
6)	4302.02.06	DRAFT SPECIAL EVENTS CALENDAR					12	2ndLt		6-A-17
7)	4302.02.07	PROMOTE CULTURAL AWARENESS THROUGH INTERNAL INFORMATION VEHICLES					12	2ndLt		6-A-17
8)	4302.02.08	ASSESS THE EFFECTIVENESS OF COMMUNITY RELATIONS PROGRAMS	X	X			12	2ndLt		6-A-18

DUTY AREA 03 - INTERNAL INFORMATION

1)	4302.03.01	SUPERVISE THE PRODUCTION OF INTERNAL INFORMATION VEHICLES	X	X			12	2ndLt		6-A-19
2)	4302.03.02	SET PARAMETERS FOR CIVILIAN ENTERPRISE (CE) NEWSPAPER CONTRACT					12	2ndLt		6-A-19
3)	4302.03.03	ASSESS THE EFFECTIVENESS OF INTERNAL INFORMATION PROGRAMS	X	X			12	2ndLt		6-A-20

DUTY AREA 04 - MEDIA

1)	4302.04.01	INSTITUTE MEDIA IDENTIFICATION AND ESCORT PROCEDURES					12	2ndLt		6-A-22
2)	4302.04.02	COORDINATE NEWS CONFERENCES AND BRIEFINGS					12	2ndLt		6-A-22
3)	4302.04.03	COORDINATE THE MEDIA RELATIONS PROGRAM	X	X			12	2ndLt		6-A-24

ENCLOSURE (3)

17 FEB 00

SEQ	TASK	TITLE	CORE	FLC	DL	PST	SUS	REQ	BY	PAGE
4)	4302.04.04	COORDINATE RESPONSE TO CIVILIAN MEDIA QUERIES	X	X			12	2ndLt		6-A-25
5)	4302.04.05	COORDINATE MEDIA INTERVIEWS AND VISITS	X	X			12	2ndLt		6-A-26
6)	4302.04.06	DEVELOP COMMAND MEDIA TRAINING PROGRAM					12	2ndLt		6-A-27
7)	4302.04.07	COORDINATE MEDIA COVERAGE FOR SPECIAL EVENTS	X	X			12	2ndLt		6-A-28
8)	4302.04.08	SHOOT PHOTOGRAPHS					12	2ndLt		6-A-28
9)	4302.04.09	WRITE NEWS STORY					12	2ndLt		6-A-29

MOS 4313, Broadcast JournalistDUTY AREA 01 - SUPERVISION

1)	4313.01.01	SUPERVISE ARMED FORCES RADIO AND TELEVISION SERVICE (AFRTS) RADIO AND TELEVISION STATIONS		X			12	GySgt		6-B-1
----	------------	---	--	---	--	--	----	-------	--	-------

DUTY AREA 02 - BROADCAST JOURNALISM

1)	4313.02.01	CONDUCT A RADIO INTERVIEW	X	X			12	Pvt		6-B-2
2)	4313.02.02	CONDUCT A TELEVISION INTERVIEW	X	X			12	Pvt		6-B-2
3)	4313.02.03	WRITE BROADCAST NEWS COPY	X	X			12	Pvt		6-B-3
4)	4313.02.04	WRITE RADIO/TELEVISION SPOT ANNOUNCEMENT COPY	X	X			12	Pvt		6-B-4
5)	4313.02.05	EDIT RADIO/TELEVISION BROADCAST COPY					12	Cpl		6-B-5
6)	4313.02.06	REWRITE PRINT RELEASE FOR ELECTRONIC MEDIA					12	Pvt		6-B-6
7)	4313.02.07	ANNOUNCE BROADCAST COPY	X	X			12	Pvt		6-B-7
8)	4313.02.08	ANNOUNCE A RADIO MUSIC PROGRAM	X	X			12	Pvt		6-B-7
9)	4313.02.09	PRODUCE A RADIO SPOT ANNOUNCEMENT	X	X			12	Pvt		6-B-8
10)	4313.02.10	PRODUCE A TELEVISION SPOT ANNOUNCEMENT	X	X			12	Pvt		6-B-9
11)	4313.02.11	PRODUCE TV NEWS INSERT	X	X			12	Pvt		6-B-9
12)	4313.02.12	PRODUCE A RADIO NEWS INSERT	X	X			12	Pvt		6-B-10
13)	4313.02.13	PRODUCE A NEWS/SPORTSCAST	X	X			12	Pvt		6-B-11
14)	4313.02.14	PRODUCE A RADIO FEATURE	X	X			12	Pvt		6-B-12
15)	4313.02.15	PRODUCE A TELEVISION FEATURE	X	X			12	Pvt		6-B-13
16)	4313.02.16	PRODUCE SPECIAL EVENT PROGRAM		X			12	Sgt		6-B-14
17)	4313.02.17	OPERATE TV/RADIO AUDIO CONTROL ROOM EQUIPMENT					12	Pvt		6-B-15
18)	4313.02.18	OPERATE AN ANALOG OR DIGITAL AUDIO EDITING DECK	X	X			12	Pvt		6-B-16
19)	4313.02.19	OPERATE A VIDEO SWITCHER FOR A PRODUCTION					12	Pvt		6-B-16
20)	4313.02.20	OPERATE A CHARACTER GENERATOR					12	Pvt		6-B-17
21)	4313.02.21	ARRANGE A NEWS/INTERVIEW SET					12	Pvt		6-B-17
22)	4313.02.22	ARRANGE BASIC TELEVISION STUDIO LIGHTING					12	Pvt		6-B-18
23)	4313.02.23	OPERATE STUDIO TELEVISION CAMERAS					12	Pvt		6-B-18
24)	4313.02.24	ARRANGE ELECTRONIC NEWS GATHERING (ENG) LIGHTING	X	X			12	Pvt		6-B-19
25)	4313.02.25	OPERATE ELECTRONIC NEWS GATHERING (ENG) EQUIPMENT	X	X			12	Pvt		6-B-19
26)	4313.02.26	EDIT ANALOG TAPE AND NON-LINEAR VIDEO	X	X			12	Pvt		6-B-20
27)	4313.02.27	PRODUCE INSERT UTILIZING VISUAL STORYTELLING CONCEPTS	X	X			12	Pvt		6-B-21
28)	4313.02.28	DEVELOP A RADIO PROGRAM FORMAT		X			12	Sgt		6-B-22

ENCLOSURE (3)

SEQ	TASK	TITLE	CORE	FLC	DL	PST	SUS	REQ	BY	PAGE
29)	4313.02.29	PERFORM OPERATOR'S MAINTENANCE ON BROADCAST EQUIPMENT	X	X			12	Pvt		6-B-22
30)	4313.02.30	DEVELOP A MASTER RADIO PROGRAM SCHEDULE		X			12	Sgt		6-B-23
31)	4313.02.31	CONDUCT AN AUDIENCE SURVEY		X			12	Sgt		6-B-24
32)	4313.02.32	MANAGE RADIO/TELEVISION PROGRAM MATERIALS		X			12	Sgt		6-B-24
33)	4313.02.33	MANAGE TRAFFIC AND CONTINUITY (T&C)					12	Sgt		6-B-25
34)	4313.02.34	ESTABLISH BROADCAST STANDING OPERATING PROCEDURES (SOP)		X			12	Sgt		6-B-26
35)	4313.02.35	SUPERVISE BROADCAST NEWS OPERATIONS		X			12	Sgt		6-B-27

MOS 4341, COMBAT CORRESPONDENT

DUTY AREA 01 - SUPERVISION

1)	4341.01.01	MAINTAIN PUBLIC AFFAIRS STANDING OPERATING PROCEDURES (SOP)					12	SSgt		6-C-1
2)	4341.01.02	REVIEW RELEASABLE INFORMATION FOR POLICY VIOLATIONS		X			12	Sgt		6-C-2
3)	4341.01.03	SUPERVISE ON-THE-JOB TRAINING (OJT) PROGRAMS					12	SSgt		6-C-2
4)	4341.01.04	BRIEF PUBLIC AFFAIRS OFFICER (PAO) ON PUBLIC AFFAIRS TRAINING PROGRAMS					12	Sgt		6-C-3
5)	4341.01.05	DEVELOP PROCEDURES FOR RELEASE OF INFORMATION TO THE PUBLIC		X			12	Sgt		6-C-4
6)	4341.01.06	SUPERVISE PREPARATION AND DISTRIBUTION OF NEWS CLIPS					12	Cpl		6-C-4
7)	4341.01.07	WRITE PROPOSED PUBLIC AFFAIRS GUIDANCE		X			12	Sgt		6-C-5
8)	4341.01.08	SUPERVISE INTERNAL MEDIA PRODUCTION					12	Sgt		6-C-5
9)	4341.01.09	REVIEW ADVERTISING FOR PROPRIETY		X			12	Sgt		6-C-6
10)	4341.01.10	DRAFT PUBLIC AFFAIRS ANNEX TO OPERATIONS PLANS AND ORDERS		X			12	Sgt		6-C-6
11)	4341.01.11	ESTABLISH COMMAND INFORMATION BUREAU (CIB)					12	SSgt		6-C-7
12)	4341.01.12	PREPARE ANNUAL PUBLIC AFFAIRS BUDGET					12	SSgt		6-C-8
13)	4341.01.13	PREPARE FIVE-YEAR PUBLIC AFFAIRS BUDGET					12	SSgt		6-C-8
14)	4341.01.14	SUPERVISE COMMAND WEB SITE					12	SSgt		6-C-9

DUTY AREA 02 - COMMUNITY RELATIONS

1)	4341.02.01	CONDUCT INSTALLATION TOUR					12	PFC		6-C-10
2)	4341.02.02	DRAFT EVENTS CALENDAR					12	Cpl		6-C-10
3)	4341.02.03	RESPOND TO COMMUNITY INQUIRY					12	PFC		6-C-11
4)	4341.02.04	RESPOND TO COMMUNITY SPONSORED EVENTS		X			12	Cpl		6-C-11

DUTY AREA 03 - INTERNAL INFORMATION

1)	4341.03.01	CONDUCT A NEWSPAPER SURVEY		X			12	Sgt		6-C-13
----	------------	----------------------------	--	---	--	--	----	-----	--	--------

DUTY AREA 04 - MEDIA

1)	4341.04.01	MAINTAIN MEDIA CONTACT LIST					12	Sgt		6-C-14
2)	4341.04.02	RESPOND TO MEDIA QUERY					12	Cpl		6-C-14
3)	4341.04.03	COORDINATE MEDIA INTERVIEW					12	Cpl		6-C-15
4)	4341.04.04	CONDUCT MEDIA TRAINING					12	Sgt		6-C-15
5)	4341.04.05	PREPARE PRESS KIT					12	Pvt		6-C-15

ENCLOSURE (3)

SEQ	TASK	TITLE	CORE	FLC	DL	PST	SUS	REQ	BY	PAGE
6)	4341.04.06	COORDINATE MEDIA COVERAGE FOR NEWS EVENTS					12	Cpl		6-C-16
7)	4341.04.07	CONDUCT BRIEFINGS		X			12	Sgt		6-C-16

DUTY AREA 05 - JOURNALISM

1)	4341.05.01	CONDUCT INTERVIEW	X	X			12	Pvt		6-C-18
2)	4341.05.02	WRITE NEWS STORY	X	X			12	Pvt		6-C-18
3)	4341.05.03	WRITE ACCIDENT NEWS STORY	X	X			12	Pvt		6-C-19
4)	4341.05.04	WRITE FEATURE STORY	X	X			12	Pvt		6-C-19
5)	4341.05.05	WRITE SPORTS STORY	X	X			12	Pvt		6-C-20
6)	4341.05.06	WRITE PHOTO CUTLINES	X	X			12	Pvt		6-C-21
7)	4341.05.07	LOCALIZE NEWS MATERIAL	X	X			12	Pvt		6-C-21
8)	4341.05.08	WRITE AN EDITORIAL					12	Pvt		6-C-22
9)	4341.05.09	RESEARCH REPORTING ASSIGNMENT					12	Pvt		6-C-23
10)	4341.05.10	COPY EDIT MATERIAL FOR PUBLICATION	X	X			12	Pvt		6-C-23
11)	4341.05.11	WRITE A NEWSPAPER HEADLINE	X	X			12	Pvt		6-C-23
12)	4341.05.12	DESIGN PUBLICATION	X	X			12	Pvt		6-C-24
13)	4341.05.13	SHOOT PHOTOGRAPHS	X	X			12	Pvt		6-C-25
14)	4341.05.14	SELECT IMAGES FOR PUBLICATION	X	X			12	Pvt		6-C-25
15)	4341.05.15	SELECT APPROPRIATE LENS FOR PHOTOGRAPHIC ASSIGNMENT	X	X			12	Pvt		6-C-26
16)	4341.05.16	PERFORM OPERATOR'S MAINTENANCE ON CAMERAS AND LENSES					12	Pvt		6-C-26
17)	4341.05.17	TRANSMIT ELECTRONIC IMAGES					12	Pvt		6-C-26
18)	4341.05.18	OPERATE DIGITAL CAMERA	X	X			12	Pvt		6-C-27
19)	4341.05.19	OPERATE CONVENTIONAL CAMERA	X	X			12	Pvt		6-C-27
20)	4341.05.20	SHOOT PHOTO ESSAY		X			12	Cpl		6-C-28

ENCLOSURE (3)

COMMON INDIVIDUAL TRAINING STANDARDS

1. General. This enclosure lists the ITS tasks common to more than one MOS within the OccFld. It is designed to assist the trainer in consolidating training for common tasks.

2. Format. The columns are as follows:

a. TASK TITLE. A listing of all tasks common to at least two MOSs.

b. COMMON TASK NUMBERS. A listing of the ITS designators for all ITs containing the same task title.

<u>TASK TITLE</u>	<u>COMMON TASK NUMBERS</u>	
DRAFT PUBLIC AFFAIRS ANNEX TO OPERATIONS PLANS AND ORDERS	4302.01.05	4341.01.10
SHOOT PHOTOGRAPHS	4302.04.08	4341.05.13
SUPERVISE COMMAND WEB SITE	4302.01.15	4341.01.14
WRITE NEWS STORY	4302.04.09	4341.05.02

ENCLOSURE (4)

TRAINING SUPPORT

1. This enclosure summarizes five categories of training support by ITS for the entire OccFld:

Appendix A: References

Appendix B: Training Materiel

Appendix C: Ammunition, Explosives, and Pyrotechnics

Appendix D: Distance Learning Products

Appendix E: Performance Support Tools

2. If support identified in any appendix is not applicable to this OccFld, the appendix will include a statement to that effect.

ENCLOSURE (5)

REFERENCES

1. General. References are doctrinal publications, technical manuals, and other publications upon which an ITS and its performance steps are based. They should be readily available and provide the detailed procedures for accomplishing the task. This section includes a list of all reference publications associated with any task in this OccFld.

2. Format. The columns are as follows:

a. REFERENCES. This column summarizes all references associated with at least one ITS task in this OccFld.

b. TASK NUMBERS. A listing of all ITS tasks to which the corresponding reference is associated.

<u>REFERENCES</u>	<u>TASK NUMBERS</u>			
AP STYLEBOOK, Associated Press Stylebook	4302.01.01	4302.03.01	4302.04.09	4313.02.03
	4313.02.04	4313.02.05	4313.02.06	4313.02.11
	4313.02.12	4313.02.13	4313.02.14	4313.02.15
	4313.02.16	4313.02.27	4313.02.35	4341.01.03
	4341.05.02	4341.05.03	4341.05.04	4341.05.05
	4341.05.06	4341.05.07	4341.05.08	4341.05.10
	4341.05.11	4341.05.12		
BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)	4313.02.03	4313.02.04	4313.02.05	4313.02.06
	4313.02.09	4313.02.10	4313.02.11	4313.02.12
	4313.02.13	4313.02.14	4313.02.15	4313.02.16
	4313.02.27			
CJCSM 3122.3, Joint Operation Planning and Execution System - Vol II	4302.01.01	4302.01.05	4341.01.10	4341.01.11
COMMERCIAL BROADCAST REFERENCE TEXT, Various authors	4313.02.07	4313.02.08	4313.02.09	4313.02.10
	4313.02.11	4313.02.12	4313.02.13	4313.02.14
	4313.02.15	4313.02.16	4313.02.17	4313.02.18
	4313.02.19	4313.02.20	4313.02.21	4313.02.22
	4313.02.23	4313.02.24	4313.02.25	4313.02.26
	4313.02.27	4313.02.29	4313.02.31	4313.02.32
	4313.02.33	4313.02.34	4313.02.35	
COMMERCIAL JOURNALISM REFERENCE TEXT, Various authors	4341.05.12			
CONCEPTS AND ISSUES, Annual HQMC Programs and Resources publication	4302.01.08	4302.02.05	4313.01.01	4341.01.01
DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials	4302.01.01	4302.04.06	4302.04.08	4302.04.09
	4313.02.03	4313.02.04	4313.02.05	4313.02.06
	4313.02.07	4313.02.08	4313.02.09	4313.02.10
	4313.02.11	4313.02.12	4313.02.13	4313.02.14
	4313.02.15	4313.02.17	4313.02.18	4313.02.19
	4313.02.20	4313.02.21	4313.02.22	4313.02.23

REFERENCES	TASK NUMBERS			
	4313.02.24	4313.02.25	4313.02.26	4313.02.27
	4341.01.03	4341.01.04	4341.04.01	4341.04.03
	4341.04.07	4341.05.01	4341.05.02	4341.05.03
	4341.05.04	4341.05.05	4341.05.06	4341.05.07
	4341.05.08	4341.05.09	4341.05.10	4341.05.12
	4341.05.13	4341.05.14	4341.05.15	4341.05.17
	4341.05.18	4341.05.19	4341.05.20	
DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)	4302.03.01	4302.03.03	4313.01.01	4313.02.11
	4313.02.16	4313.02.28	4313.02.30	4313.02.31
	4313.02.32	4313.02.33	4313.02.34	4313.02.35
DOD 5500.7-R, Joint Ethics Regulation (JER)	4302.01.13	4341.01.01		
DOD DIRECTIVE 3025.1, Military Support to Civil Authorities (MSCA)	4302.01.07			
DOD DIRECTIVE 3025.12, Military Assistance for Civil Disturbances (MACDIS)	4302.01.07			
DOD DIRECTIVE 5040.5, Alteration of Official DoD Imagery	4302.01.06	4313.02.10	4313.02.11	4313.02.13
	4313.02.15	4313.02.16	4341.05.14	
DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)	4302.03.01	4302.03.03	4313.01.01	4313.02.01
	4313.02.02	4313.02.03	4313.02.04	4313.02.05
	4313.02.06	4313.02.08	4313.02.09	4313.02.10
	4313.02.11	4313.02.12	4313.02.13	4313.02.14
	4313.02.15	4313.02.16	4313.02.28	4313.02.29
	4313.02.30	4313.02.31	4313.02.32	4313.02.33
	4313.02.34	4313.02.35		
DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)	4302.02.07	4302.03.01	4313.01.01	4313.02.01
	4313.02.02	4313.02.03	4313.02.04	4313.02.05
	4313.02.06	4313.02.08	4313.02.11	4313.02.12
	4313.02.13	4313.02.14	4313.02.15	4313.02.16
	4313.02.28	4313.02.30	4313.02.31	4313.02.32
	4313.02.33	4313.02.34	4313.02.35	
DOD DIRECTIVE 5230.16, Nuclear Accident and Incident Public Affairs (PA) Guidance	4302.01.07	4302.01.10		
DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release	4302.01.04	4302.01.06	4302.01.10	4302.01.11
	4302.04.02	4302.04.04	4302.04.05	4302.04.06
	4302.04.07	4313.02.01	4313.02.02	4313.02.03
	4313.02.05	4313.02.06	4313.02.08	4313.02.12
	4313.02.13	4313.02.16	4341.01.02	4341.01.05
DOD DIRECTIVE 5400.11, Department of Defense (DoD) Privacy Program	4302.01.06	4302.01.07	4302.01.10	4302.04.02
	4302.04.03	4302.04.04	4302.04.05	4341.05.14
DOD DIRECTIVE 5400.13, Joint Public Affairs Operations	4302.01.05	4341.01.10		

REFERENCES	TASK NUMBERS			
DOD DIRECTIVE 5400.7, Department of Defense Freedom of Information Act (FOIA) Program	4302.01.06 4302.04.02 4341.01.11	4302.01.07 4302.04.03	4302.01.10 4302.04.04	4302.01.14 4341.01.02
DOD DIRECTIVE 5410.14, Cooperation with U.S. News Media Representatives at the Scene of Military Accidents Occurring Outside Military Installations	4302.01.07			
DOD DIRECTIVE 5410.18, Community Relations	4302.01.01 4302.01.13 4302.02.03 4302.02.07	4302.01.02 4302.01.14 4302.02.04 4302.02.08	4302.01.04 4302.02.01 4302.02.05 4341.02.01	4302.01.08 4302.02.02 4302.02.06 4341.02.04
DOD DIRECTIVE 5525.5, DoD Cooperation with Civilian Law Enforcement Officials	4302.01.07			
DOD INSTRUCTION 5120.4, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications	4302.01.01 4341.01.08	4302.01.06 4341.03.01	4302.03.01	4302.03.03
DOD INSTRUCTION 5230.29, Security and Policy Review of DoD Information for Public Release	4302.01.15	4341.01.01	4341.01.14	
DOD INSTRUCTION 5405.3, Development of Proposed Public Affairs Guidance (PPAG)	4302.01.05 4341.01.10	4302.01.10	4302.01.11	4341.01.07
DOD INSTRUCTION 5435.2, Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purposes	4302.01.14	4341.01.01		
DOD INSTRUCTION 5505.10, Investigation of Noncombat Deaths of Active Duty Members of the Armed Forces	4302.01.10	4341.01.01		
DOD WEB POLICY MEMORANDUM, Dated 7 Dec 98	4302.01.15	4341.01.01	4341.01.14	
JOINT PUB 1-02, DoD Dictionary of Military and Associated Terms	4313.02.03	4313.02.08	4341.01.03	
JOINT PUB 3-61, Doctrine for Public Affairs in Joint Operations	4302.01.05	4341.01.10	4341.01.11	
JOINT PUB 5-03.1, Joint Operation Planning and Execution System, Vol I (Planning Policies and Procedures)	4302.01.05	4341.01.10	4341.01.11	
JOINT PUB 5-03.2, Joint Operation Planning and Execution System (JOPEs), Vol II	4302.01.05	4341.01.10	4341.01.11	
MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance	4302.04.08 4313.02.25 4341.05.16	4313.02.22 4313.02.29 4341.05.17	4313.02.23 4341.05.13 4341.05.18	4313.02.24 4341.05.15 4341.05.19

Appendix A to
ENCLOSURE (5)

MCO 1510.62A
17 FEB 00

REFERENCES	TASK NUMBERS			
	4341.05.20			
MARADMIN 094/99, World Wide Web Site Compliance Assessment, dtd 5 Mar 99	4302.01.15	4341.01.14		
MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)	4302.02.07	4313.01.01	4313.02.01	4313.02.02
	4313.02.03	4313.02.04	4313.02.05	4313.02.06
	4313.02.08	4313.02.11	4313.02.12	4313.02.13
	4313.02.14	4313.02.15	4313.02.16	4313.02.30
	4313.02.31	4313.02.32	4313.02.33	4313.02.34
	4313.02.35			
MCO 5230.18, Clearance of Department of Defense Information for Public Release	4302.01.06	4302.04.03	4341.01.01	
MCO 5510.9_, Security of Information for Public Release	4302.01.06	4302.04.04	4313.02.08	4341.01.02
MCO 5700.5, Development of Proposed Public Affairs Guidance (PPAG)	4302.01.11	4341.01.01		
MCO 5720.70, American Forces Information Service	4302.02.07	4313.01.01	4313.02.01	4313.02.02
	4313.02.03	4313.02.04	4313.02.05	4313.02.06
	4313.02.11	4313.02.12	4313.02.13	4313.02.14
	4313.02.15	4313.02.16	4313.02.30	4313.02.31
	4313.02.32	4313.02.33	4313.02.34	4313.02.35
MCO 5720.71, Joint Public Affairs Operations	4302.01.05	4341.01.09	4341.01.10	
MCO 5720.72, Procedures for Joint Public Affairs Operations	4302.01.05	4341.01.10	4341.01.11	
MCO 6100.10_, Weight Control and Military Appearance	4313.02.02	4313.02.10	4313.02.15	
MCO P1020.34_, Marine Corps Uniform Regulations	4313.02.02	4313.02.10	4313.02.15	
MCO P1200.7_, Military Occupational Specialties Manual (Short Title: MOS Manual)	4302.01.03	4341.01.03		
MCO P5211.2_, The Privacy Act of 1974	4302.01.10	4302.04.02	4302.04.03	4302.04.04
	4302.04.05	4341.01.02		
MCO P5600.31_, Marine Corps Publications and Printing Regulations	4302.01.06	4302.03.01	4302.03.03	4341.01.08
	4341.03.01			
MEDIA SKILLS GUIDE, Division of Public Affairs instructional material	4341.04.04			
SECNAVINST 5720.42_, Department of the Navy Freedom of Information Act (FOIA) Program	4302.01.06	4302.04.02	4302.04.03	4302.04.04
	4302.04.05	4341.01.02		

Appendix A to
ENCLOSURE (5)

REFERENCES	TASK NUMBERS			
SECNAVINST 5720.44, Department of the Navy Public Affairs Policy and Regulations	4302.01.01	4302.01.02	4302.01.04	4302.01.06
	4302.01.07	4302.01.08	4302.01.09	4302.01.13
	4302.01.14	4302.02.01	4302.02.02	4302.02.03
	4302.02.04	4302.02.05	4302.02.06	4302.02.08
	4302.03.01	4302.03.03	4302.04.01	4302.04.02
	4302.04.03	4302.04.04	4302.04.05	4302.04.07
	4302.04.08	4302.04.09	4341.01.01	4341.01.02
	4341.01.05	4341.01.06	4341.01.07	4341.01.08
	4341.01.09	4341.01.11	4341.02.01	4341.02.02
	4341.02.04	4341.03.01	4341.04.01	4341.04.02
	4341.04.03	4341.04.04	4341.04.05	4341.04.07
	4341.05.01	4341.05.02	4341.05.03	4341.05.04
	4341.05.05	4341.05.06	4341.05.07	4341.05.12
	4341.05.13	4341.05.14		
SECNAVINST 5720.47, Department of Navy Policy for Content of Publicly Accessible World Wide Web Sites, dtd 1 Jul 99	4302.01.01	4341.01.01		
SOP, Standing Operating Procedures	4302.01.01	4302.01.04	4302.01.10	4302.04.01
	4302.04.07	4313.02.09	4313.02.10	4313.02.11
	4313.02.12	4313.02.14	4313.02.19	4313.02.34
	4313.02.35	4341.01.01	4341.01.12	4341.01.13
T/E, Table of Equipment	4302.01.12	4341.01.01		
TRAINING INPUT PLAN (TIP), Marine Corps Combat Development Command, T&E Division, MPB (C463FT) document (annual)	4302.01.01	4341.01.04		

TRAINING MATERIEL

DOES NOT APPLY TO THIS ORDER.

AMMUNITION, EXPLOSIVES, AND PYROTECHNICS

DOES NOT APPLY TO THIS ORDER.

DISTANCE LEARNING PRODUCTS

DOES NOT APPLY TO THIS ORDER.

PERFORMANCE SUPPORT TOOLS

DOES NOT APPLY TO THIS ORDER.

INDIVIDUAL TRAINING STANDARDS

1. General. This enclosure contains all of the ITSs for this OccFld, grouped by MOS. Each MOS is contained in a separate Appendix to Enclosure (6).

2. Format. For each ITS, the following elements of information are provided:

a. TASK. The task describes a specific and necessary behavior expected of a Marine in a particular MOS or job. It is a clearly stated, performance-oriented action requiring a learned skill. Skills that "make" a Marine or qualify that Marine for the appropriate MOS are designated as "CORE." Those advanced skills that are mission, rank, or billet specific are designated as "CORE PLUS."

b. CONDITION(S). This portion of the ITS describes the equipment, manuals, assistance/supervision, special physical demands, environmental conditions, and location affecting a Marine's performance of the task under real-world circumstances.

c. STANDARD(S). This portion of the ITS describes the level of proficiency to which the individual must perform the task.

d. PERFORMANCE STEPS. Collectively, the performance steps represent the logical sequence of actions required of the Marine to perform the task to standard. These actions are typically detailed in the references.

e. INITIAL TRAINING SETTING. All ITSs are assigned an initial training setting that includes a specific location for initial instruction [Functional Learning Center (FLC) or Managed On-The-Job Training (MOJT)], a sustainment factor (number of months between evaluation or retraining to maintain the proficiency required by the standard), and a "Required By" rank (the lowest rank at which task proficiency is required).

f. REFERENCE(S). References are doctrinal publications, technical manuals, and other publications upon which the ITS and its performance steps are based. They should be readily available and provide detail to the procedures that are only summarized in the performance steps.

g. TRAINING MATERIEL (Optional). Training materiel includes all training devices, simulators, aids, equipment, and materials [except ammunition, distance learning (DL) products, and performance support tools (PST)] required or recommended to properly train the task under the specified conditions and to the specified standard. Mandatory items are preceded by an asterisk(*).

h. AMMUNITION (Optional). This table, if present, depicts the ammunition, explosives, and/or pyrotechnics required for proper training of the ITS.

i. DISTANCE LEARNING PRODUCT(S) (Optional). This section includes a list of any currently available or planned DL products designed to provide training related to this task.

j. PERFORMANCE SUPPORT TOOL(S) (Optional). This section includes a list of any currently available or planned PSTs designed to provide training related to this task.

k. ADMINISTRATIVE INSTRUCTIONS (Optional). Administrative instructions provide the trainer/instructor with special required or recommended circumstances, including safety precautions, relating to the training or execution of the task. These instructions may also clarify the meaning of the task.

MOS 4302, PUBLIC AFFAIRS OFFICER

DUTY AREA 01 - SUPERVISION

TASK: 4302.01.01 (CORE) SUPERVISE A PUBLIC AFFAIRS PROGRAM

CONDITION(S): When assigned as a Public Affairs Officer and given the appropriate references, personnel, materials, and equipment.

STANDARD(S): Per the references, ensuring the program includes internal information, external information, media relations, and community relations.

PERFORMANCE STEPS:

1. Evaluate the command's existing Public Affairs office organization.
2. Assess Public Affairs office manpower status.
3. Evaluate the Public Affairs Standing Operating Procedures (SOP).
4. Supervise an external information program.
5. Supervise an internal information program.
6. Supervise a community relations program.
7. Supervise a media relations program.
8. Evaluate quality of internal media products, to include (but not limited to) video and still photography, print and broadcast materials, and website design and content.
9. Monitor Managed On-the-Job (MOJT) program.
10. Assess the effectiveness of the entire Public Affairs program.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. CJCSM 3122.3, Joint Operation Planning and Execution System - Vol II
3. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
4. DOD DIRECTIVE 5410.18, Community Relations
5. DOD INSTRUCTION 5120.4, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications
6. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

7. SECNAVINST 5720.47, Department of Navy Policy for Content of Publicly Accessible World Wide Web Sites, dtd 1 Jul 99

8. SOP, Standing Operating Procedures

9. TRAINING INPUT PLAN (TIP), Marine Corps Combat Development Command, T&E Division, MPB (C463FT) document (annual)

ADMINISTRATIVE INSTRUCTIONS: The list of references is not all inclusive.

TASK: 4302.01.02 (CORE PLUS) WRITE COMMAND OR INSTALLATION ANNUAL PUBLIC AFFAIRS CAMPAIGN PLAN

CONDITION(S): When assigned as a Public Affairs Officer and given the appropriate references, personnel, materials, and equipment.

STANDARD(S): Per the references, ensuring the plan complies with current Marine Corps and command goals.

PERFORMANCE STEPS:

1. Quarterly review and update the annual Public Affairs plan.
2. Maintain liaison with higher headquarters.
3. Maintain list of events that are unique to the command.
4. Coordinate Public Affairs plan.
5. Obtain commander's approval of the Public Affairs plan.
6. Include annual Special Events Calendar.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5410.18, Community Relations
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.01.03 (CORE PLUS) EVALUATE REQUESTS FOR LATERAL MOVES INTO OCCFLD 43

CONDITION(S): When assigned as a Public Affairs Officer and given the appropriate references, materials, and equipment.

STANDARD(S): Per the reference, ensuring candidates meet the prerequisites of the occupational field.

PERFORMANCE STEPS:

1. Ensure the Career Planners are aware of OccFld 43 requirements.

2. Interview all prospective candidates.
3. Review test results of all prospective candidates.
4. Screen record books of all prospective candidates.
5. Submit appropriate recommendation to CMC (MM).

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. MCO P1200.7_, Military Occupational Specialties Manual (Short Title: MOS Manual)

ADMINISTRATIVE INSTRUCTIONS:

1. For officer lateral moves, contact the occupational specialist at DivPA for guidance.
2. For enlisted lateral moves, contact the Public Affairs Chief at the nearest USMC base/station.

TASK: 4302.01.04 (CORE PLUS) ESTABLISH PUBLIC AFFAIRS STANDING OPERATING PROCEDURES (SOP)

CONDITION(S): When assigned as Public Affairs Officer and given the appropriate references, materials, and equipment.

STANDARD(S): Accurately incorporating the information/procedures contained in the references.

PERFORMANCE STEPS:

1. Review local objectives and policies.
2. Analyze local procedures in each of the functional areas of Public Affairs.
3. Evaluate existing Standing Operating Procedures (SOP).
4. Revise/Write draft Standing Operating Procedures (SOP), incorporating appropriate office procedures.
5. Route the draft Standing Operating Procedures (SOP) for comments/recommendations.
6. Incorporate revisions to the draft Standing Operating Procedures (SOP), if appropriate.
7. Submit Standing Operating Procedures (SOP) for signature.
8. Publish Standing Operating Procedures (SOP).

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
2. DOD DIRECTIVE 5410.18, Community Relations
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
4. SOP, Standing Operating Procedures

ADMINISTRATIVE INSTRUCTIONS: Use CMC and other higher headquarters Strategic/Campaign Plans as additional references.

TASK: 4302.01.05 (CORE) DRAFT PUBLIC AFFAIRS ANNEX TO OPERATIONS PLANS AND ORDERS

CONDITION(S): When assigned as Public Affairs Officer and given the appropriate references, materials, and equipment.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Review the references.
2. Consult commander's guidance, the basic order, and higher headquarters Public Affairs (PA) annex for assistance.
3. Write annex, including provisions for all pertinent Public Affairs functional areas.
4. Staff draft Public Affairs (PA) annex to affected staffs and sections.
5. Revise draft annex, as needed.
6. Submit approved Public Affairs annex for inclusion in Operations Plans and Orders.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. CJCSM 3122.3, Joint Operation Planning and Execution System - Vol II
2. DOD DIRECTIVE 5400.13, Joint Public Affairs Operations
3. DOD INSTRUCTION 5405.3, Development of Proposed Public Affairs Guidance (PPAG)
4. JOINT PUB 3-61, Doctrine for Public Affairs in Joint Operations
5. JOINT PUB 5-03.1, Joint Operation Planning and Execution System, Vol I (Planning Policies and Procedures)

6. JOINT PUB 5-03.2, Joint Operation Planning and Execution System (JOPES), Vol II
7. MCO 5720.71, Joint Public Affairs Operations
8. MCO 5720.72, Procedures for Joint Public Affairs Operations

TASK: 4302.01.06 (CORE) REVIEW RELEASABLE INFORMATION FOR SECURITY, ACCURACY, POLICY, AND PROPRIETY

CONDITION(S): When assigned as a Public Affairs Officer and given the appropriate references, materials, and equipment.

STANDARD(S): Per the references, ensuring information accuracy and compliance with current law and Marine Corps policy.

PERFORMANCE STEPS:

1. Review the references, with special attention paid to all references pertaining to libel, slander, copyright laws, Privacy Act, and Freedom of Information Act.
2. Implement internal controls to ensure proper writing, editing, reviewing/staffing, and approval of releasable materials.
3. Conduct staff training on current libel/slander laws, copyright laws, Privacy Act, and Freedom of Information Act.
4. Determine proper release authority and level.
5. Ensure compliance with all regulations, to include all libel/slander and copyright laws, the Privacy Act, and the Freedom of Information Act.
6. Ensure release of imagery conforms with security, accuracy, policy, and propriety.
7. Ensure editorial material is clearly identified and does not solicit membership or endorse political positions.
8. Ensure materials do not deal with matters of partisan politics.
9. Ensure advertising is not discriminatory, does not imply DoD endorsement, and is appropriate.
10. Eliminate unnecessary mention of trade names or brand names.
11. Ensure materials do not include promotion of lotteries or games of chance.
12. Ensure materials do not violate security.
13. Ensure information is accurate.
14. Ensure all materials are appropriate for release.
15. Release materials to all applicable media.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5040.5, Alteration of Official DoD Imagery
 2. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
 3. DOD DIRECTIVE 5400.11, Department of Defense (DoD) Privacy Program
 4. DOD DIRECTIVE 5400.7, Department of Defense Freedom of Information Act (FOIA) Program
 5. DOD INSTRUCTION 5120.4, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications
 6. MCO 5230.18, Clearance of Department of Defense Information for Public Release
 7. MCO 5510.9_, Security of Information for Public Release
 8. MCO P5600.31_, Marine Corps Publications and Printing Regulations
 9. SECNAVINST 5720.42_, Department of the Navy Freedom of Information Act (FOIA) Program
 10. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4302.01.07 (CORE PLUS) ESTABLISH PUBLIC INFORMATION HOTLINES

CONDITION(S): Given a scenario requiring hotline service, standard telephone service, operating funds, personnel manning hotline phone(s), materials, references, and equipment.

STANDARD(S): Per the references, ensuring operators provide accurate information in a timely manner.

PERFORMANCE STEPS:

1. Evaluate need for a hotline service.
2. If required, establish a hotline number (either an existing line or a dedicated toll free/local line).
3. Establish standard hotline call handling procedures.
4. Utilize a telephone answering machine, if required.
5. Train hotline operators on call handling procedures.
6. Publicize hotline number(s).
7. Maintain a record of calls and responses.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 3025.1, Military Support to Civil Authorities (MSCA)
2. DOD DIRECTIVE 3025.12, Military Assistance for Civil Disturbances (MACDIS)
3. DOD DIRECTIVE 5230.16, Nuclear Accident and Incident Public Affairs (PA) Guidance
4. DOD DIRECTIVE 5400.11, Department of Defense (DoD) Privacy Program
5. DOD DIRECTIVE 5400.7, Department of Defense Freedom of Information Act (FOIA) Program
6. DOD DIRECTIVE 5410.14, Cooperation with U.S. News Media Representatives at the Scene of Military Accidents Occurring Outside Military Installations
7. DOD DIRECTIVE 5525.5, DoD Cooperation with Civilian Law Enforcement Officials
8. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.01.08 (CORE) COORDINATE THE DRAFTING OF SPEECHES OR ARTICLES FOR PUBLICATION

CONDITION(S): Given an engagement requiring a speech or article for publication, access to information, references, materials, and equipment.

STANDARD(S): Per the references, ensuring speeches/articles accurately reflect command policy, current law, and Department of Defense (DoD) and Marine Corps regulations.

PERFORMANCE STEPS:

1. Research topics pertinent to the speech/article requirement, considering the following elements:
 - a. Audience analysis.
 - b. Desired subject matter.
 - c. Command guidance/position.
 - d. Current concepts and issues.
2. Research speech files and Internet for existing pertinent materials.
3. Draft outline, bullets, or speech/article, as required.
4. Submit materials for approval or clearance, as appropriate.
5. Maintain copy of material in local speech file.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

Appendix A to
ENCLOSURE (6)

REFERENCE(S):

1. CONCEPTS AND ISSUES, Annual HQMC Programs and Resources publication
2. DOD DIRECTIVE 5410.18, Community Relations
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

ADMINISTRATIVE INSTRUCTIONS: Use USMC Strategic/Campaign Plans as an additional reference.

TASK: 4302.01.09 (CORE PLUS) ESTABLISH A COMMAND INFORMATION BUREAU (CIB)

CONDITION(S): Given a newsworthy event, media access, personnel, funds, reference, materials, and equipment.

STANDARD(S): Per the reference.

PERFORMANCE STEPS:

1. Evaluate the need for establishing a Command Information Bureau (CIB) based on media interest and importance of the event.
2. Evaluate the level of media interest in the event, and determine the amount and type of equipment the media will bring to the event.
3. Evaluate resource requirements (manpower, transportation, communication, supply, equipment).
4. Determine available resources and perspective sites.
5. Draft Command Information Bureau (CIB) Standing Operating Procedures (SOP), to include internal structure of the bureau, budgetary requirements, amount and type of equipment needed, and the impact of environmental conditions.
6. Ensure close coordination between the Command Information Bureau and other pertinent principle staff and subordinate commands.
7. Maintain close coordination with the commander.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4302.01.10 (CORE PLUS) DEVELOP PUBLIC AFFAIRS EMERGENCY/CRISIS ACTION PLAN

CONDITION(S): Given references, personnel, materials, and equipment.

STANDARD(S): Per the references, ensuring the plan is comprehensive and tailored to the needs of the command and the public.

PERFORMANCE STEPS:

1. Review command guidance and applicable references.
2. Compile and distribute an emergency recall roster listing all members of the Public Affairs Office staff, including civilians.
3. Compile a quick reference folder containing the following materials:
 - a. Emergency recall rosters of command and higher headquarters.
 - b. Information sheets, still photographs, slides, etc., of major equipment items located in the command.
 - c. Formats/Examples of news releases and radio spot announcements.
 - d. List of media contacts.
4. Establish procedures for activation of a Contingency Press Center (CPC) at a suitable facility with ample parking, briefing capability, work space for News Media Representatives (NMRs), access to telephones, rest room facilities, and other amenities, as required.
5. When necessary, establish procedures for activation and advertisement of at least one toll-free telephone line to provide updated information to the public.
6. Establish a response-to-emergency chain of command within the Public Affairs Office (PAO) staff.
7. Establish a duty roster of Public Affairs personnel to support a Crisis Action Center, as needed.
8. Establish a list of Subject Matter Experts (SMEs) to respond to specific questions, if necessary.
9. Establish an after-action reporting system.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5230.16, Nuclear Accident and Incident Public Affairs (PA) Guidance
2. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
3. DOD DIRECTIVE 5400.11, Department of Defense (DoD) Privacy Program
4. DOD DIRECTIVE 5400.7, Department of Defense Freedom of Information Act (FOIA) Program
5. DOD INSTRUCTION 5405.3, Development of Proposed Public Affairs Guidance (PPAG)

Appendix A to
ENCLOSURE (6)

6. DOD INSTRUCTION 5505.10, Investigation of Noncombat Deaths of Active Duty Members of the Armed Forces
7. MCO P5211.2_, The Privacy Act of 1974
8. SOP, Standing Operating Procedures

ADMINISTRATIVE INSTRUCTIONS: Use command crisis action plan as an additional reference.

TASK: 4302.01.11 (CORE) WRITE PROPOSED PUBLIC AFFAIRS GUIDANCE (PAG)

CONDITION(S): Given a newsworthy event/exercise/operation, references, command guidance, materials, and equipment.

STANDARD(S): Per the references, ensuring the guidance reflects current Marine Corps policies and regulations and includes a list of expected questions and acceptable answers.

PERFORMANCE STEPS:

1. Review the references and command guidance.
2. Research information pertaining to the event/topic.
3. Develop opening statement to provide general information on the issue/topic.
4. Develop anticipated questions/answers based on the event/topic. Questions should focus on the "who, what, when, where, why, and how" of the event/topic. Questions should also include potentially embarrassing issues/topics (i.e., those questions we hope will not be asked).
5. Coordinate proposed Public Affairs Guidance with relevant staff sections and subordinate and adjacent commands, as appropriate.
6. Obtain final approval prior to publishing Public Affairs Guidance (PAG).

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
 2. DOD INSTRUCTION 5405.3, Development of Proposed Public Affairs Guidance (PPAG)
 3. MCO 5700.5, Development of Proposed Public Affairs Guidance (PPAG)
-

TASK: 4302.01.12 (CORE PLUS) MAINTAIN THE PUBLIC AFFAIRS TABLE OF EQUIPMENT (T/E)

CONDITION(S): Given the Table of Equipment (T/E), a Public Affairs budget, projected equipment upgrades and additions, equipment recommendations, materials, and equipment.

STANDARD(S): Ensuring the appropriate equipment is either on hand, on order, or properly annotated in a budget request.

PERFORMANCE STEPS:

1. Review the Table of Equipment (T/E).
2. Review the Public Affairs Chief's equipment recommendations and determine requirements for audiovisual equipment.
3. Ensure all authorized equipment is either on-hand, on order, or included in the budget request.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. T/E, Table of Equipment

TASK: 4302.01.13 (CORE PLUS) SUPERVISE PREPARATION OF ANNUAL PUBLIC AFFAIRS BUDGET

CONDITION(S): Provided the command's fiscal year budget and the appropriate references, materials, and equipment.

STANDARD(S): Ensuring budget addresses all facets of the Public Affairs mission with full justification and documentation of each expenditure.

PERFORMANCE STEPS:

1. Determine Public Affairs budget requirements based on the mission.
2. Prioritize budget requirements.
3. Identify deficiencies.
4. Prioritize deficiencies.
5. Request additional funding for deficiencies, if appropriate.
6. Justify and document each proposed expenditure.
7. Monitor operating budget.
8. Review and submit input during midyear budget review.
9. When required, submit an estimate for Public Affairs budget for future expenditures (5-yr plan.)

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD 5500.7-R, Joint Ethics Regulation (JER)
2. DOD DIRECTIVE 5410.18, Community Relations

3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.01.14 (CORE) ADVISE THE COMMANDER, SENIOR STAFF OFFICERS, AND SUBORDINATE COMMANDS ON CURRENT PUBLIC AFFAIRS MATTERS

CONDITION(S): When assigned as a Public Affairs Officer and given the appropriate references, materials, and equipment.

STANDARD(S): Per the references, ensuring the advice reflects current Marine Corps policies and regulations.

PERFORMANCE STEPS:

1. Review the references.
2. Ensure advice conforms with Marine Corps policies/orders.
3. Inform Division Public Affairs (Div PA) about issues with potential interest beyond the local community.
4. Identify courses of action and anticipated outcome for each.
5. Recommend the best course of action based on specific Public Affairs considerations.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5400.7, Department of Defense Freedom of Information Act (FOIA) Program
 2. DOD DIRECTIVE 5410.18, Community Relations
 3. DOD INSTRUCTION 5435.2, Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purposes
 4. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4302.01.15 (CORE) SUPERVISE COMMAND WEB SITE

CONDITION(S): Given the appropriate computer assets, information, references, Internet access, and responsibility for upkeep of the command web site.

STANDARD(S): Per the references, ensuring information is accurate and consistent with higher headquarters' guidance.

PERFORMANCE STEPS:

1. Review applicable references.

2. Evaluate assets, including availability of personnel and equipment to support the web site.
3. Ensure web site content reflects the commander's intent, is accurate, in compliance with regulations, and consistent with higher headquarters' guidance.
4. Evaluate effectiveness of web site.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD INSTRUCTION 5230.29, Security and Policy Review of DoD Information for Public Release
2. DOD WEB POLICY MEMORANDUM, Dated 7 Dec 98
3. MARADMIN 094/99, World Wide Web Site Compliancy Assessment, dtd 5 Mar 99

DUTY AREA 02 - COMMUNITY RELATIONS

TASK: 4302.02.01 (CORE) MAINTAIN A PROFESSIONAL WORKING RELATIONSHIP WITH CIVIC LEADERS AND FEDERAL, STATE, AND LOCAL GOVERNMENT ORGANIZATIONS

CONDITION(S): Given the appropriate personnel, references, materials, and equipment.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Maintain a list of all community leaders.
2. Identify opinion leaders within each group.
3. Identify members of military command with special community interests.
4. Actively encourage military personnel to become involved in community activities.
5. Ensure military representation on local government and civic committees.
6. Coordinate support to local civic groups.
7. Coordinate command functions with local civic groups.
8. Coordinate activities/programs with local veterans' groups.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5410.18, Community Relations
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.02.02 (CORE) COORDINATE MARINE CORPS PARTICIPATION IN SIGNIFICANT LOCAL, STATE, AND NATIONAL EVENTS

CONDITION(S): Given references, personnel, materials, equipment, and opportunities for support.

STANDARD(S): Per the references, ensuring the Marine Corps participation is appropriate.

PERFORMANCE STEPS:

1. Review the references to ensure compliance with regulations governing participation in public events.
2. Advise the commander and pertinent staff officers of all aspects of participation.
3. Evaluate appropriateness of the civilian agency request.

4. Coordinate events of national importance with Headquarters, U.S. Marine Corps.
5. Coordinate participation (exhibits, displays, bands, etc.) in public events with local Department of Defense (DoD) activities.
6. Assist Marine Corps Recruiting Command with Public Affairs support, when appropriate.
7. Maintain records of all external requests and support provided.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5410.18, Community Relations
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.02.03 (CORE PLUS) PLAN TOUR PROGRAMS

CONDITION(S): Given the references, equipment, and availability of personnel.

STANDARD(S): Per the references, ensuring the tours project a positive Marine Corps image.

PERFORMANCE STEPS:

1. Analyze tour requirements.
2. Analyze each tour request.
3. Develop tours appropriate to the target audience.
4. Advise commander and coordinate with all pertinent staff agencies.
5. Select personnel to serve as tour guides.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5410.18, Community Relations
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.02.04 (CORE PLUS) COORDINATE PLANNING FOR COMMAND OPEN HOUSE

CONDITION(S): Given appropriate references, materials, equipment, and personnel.

STANDARD(S): Per the references, ensuring the open house events are pertinent to the public's interests and present a positive image of the Marine Corps.

PERFORMANCE STEPS:

1. Ensure open house events address the public's interests.
2. Coordinate with commander and appropriate staff sections.
3. Coordinate with civilian public officials, as appropriate.
4. Develop a crisis action plan.
5. Publicize the open house events.
6. Invite the media to the open house and provide guidelines for coverage.
7. Facilitate specific media requests.
8. Determine the need for a Command Information Bureau and supporting materials.
9. Evaluate effectiveness of command open house.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5410.18, Community Relations
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.02.05 (CORE PLUS) ORGANIZE COMMAND SPEAKER'S BUREAU PROGRAM

CONDITION(S): Given access to command speakers, references, materials, and equipment.

STANDARD(S): Per the references, ensuring an assessment of information accuracy, speaker suitability, and program effectiveness.

PERFORMANCE STEPS:

1. Establish command Speaker's Bureau Program.
2. Assess opportunities for speaking engagements with special consideration for veterans' organizations.
3. Verify accuracy of information presented.
4. Compile information/biographies on all qualified speakers, and assess suitability of speaker for requesting audience.
5. Assess program effectiveness by evaluating frequency of engagements, audience feedback, media and/or community response.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. CONCEPTS AND ISSUES, Annual HQMC Programs and Resources publication
2. DOD DIRECTIVE 5410.18, Community Relations
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.02.06 (CORE PLUS) DRAFT SPECIAL EVENTS CALENDAR

CONDITION(S): Given a series of special events, references, materials, and equipment.

STANDARD(S): Per the references, including all pertinent events.

PERFORMANCE STEPS:

1. Research files for recurring special events and identify new events.
2. Query Chamber of Commerce, civic organizations, and local veterans' groups for significant events for inclusion.
3. Prioritize recurring/new special events.
4. Determine level of support required.
5. Draft a proposed special events calendar.
6. Staff draft calendar for command approval.
7. Publicize approved special events calendar.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5410.18, Community Relations
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.02.07 (CORE PLUS) PROMOTE CULTURAL AWARENESS THROUGH INTERNAL INFORMATION VEHICLES

CONDITION(S): When operating in a foreign country, given the availability of internal information systems, access to cultural information, references, materials, and equipment.

STANDARD(S): Per the references, ensuring adequate dissemination of information.

PERFORMANCE STEPS:

1. Solicit information on cultural sensitivities from U.S. government sources (State Department, U.S. Intelligence Agency, etc.).
2. Ensure preparation and publication of newspaper feature stories.
3. Ensure preparation of handouts/pamphlets for welcome aboard materials.
4. Coordinate with Armed Forces Radio and Television Services (AFRTS) for airing of cultural information.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
2. DOD DIRECTIVE 5410.18, Community Relations
3. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
4. MCO 5720.70, American Forces Information Service

ADMINISTRATIVE INSTRUCTIONS: Consult with foreign nationals working with the command for additional insight on cultural information.

TASK: 4302.02.08 (CORE) ASSESS THE EFFECTIVENESS OF COMMUNITY RELATIONS PROGRAMS

CONDITION(S): Given ongoing community relations programs, the appropriate references, materials, personnel, and equipment.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Identify issues of importance to the community.
2. Ensure issues of importance to the community are adequately addressed by the command through the community relations program.
3. Evaluate the community's understanding of and appreciation for Marines and their mission.
4. Adjust the community relations programs, if necessary.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5410.18, Community Relations
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

DUTY AREA 03 - INTERNAL INFORMATION

TASK: 4302.03.01 (CORE) SUPERVISE THE PRODUCTION OF INTERNAL INFORMATION VEHICLES

CONDITION(S): Given information pertinent to an internal audience, audience survey results, access to the publication contract, references, materials, and equipment.

STANDARD(S): Per the references, ensuring dissemination of pertinent information to the internal public.

PERFORMANCE STEPS:

1. Evaluate the internal informational needs of the command.
2. Analyze internal audience surveys.
3. Establish/Evaluate command internal information vehicles.
4. Emphasize command messages in internal information vehicles.
5. Staff content of internal information vehicles, as required.
6. Administer contract for printing of internal information vehicles.
7. Ensure compliance with government and Civilian Enterprise (CE) contracts.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
3. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
4. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
5. DOD INSTRUCTION 5120.4, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications
6. MCO P5600.31_, Marine Corps Publications and Printing Regulations
7. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.03.02 (CORE PLUS) SET PARAMETERS FOR CIVILIAN ENTERPRISE (CE) NEWSPAPER CONTRACT

CONDITION(S): Given a Civilian Enterprise (CE) newspaper, materials, and equipment.

STANDARD(S): Complying with all generally accepted professional and technical industry standards.

PERFORMANCE STEPS:

1. Research professional and technical newspaper printing requirements.
2. Write statement of requirements/conditions.
3. Submit statement of requirements/conditions to purchasing and contracting office.
4. Ensure the contract includes a provision stating the Public Affairs Officer (PAO) reserves the right to remove any advertisement which does not conform with the policies set forth by current regulations.
5. Provide guidance and recommendations to purchasing and contracting official on professional and technical issues, as appropriate.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S): (NONE)

TASK: 4302.03.03 (CORE) ASSESS THE EFFECTIVENESS OF INTERNAL INFORMATION PROGRAMS

CONDITION(S): Given ongoing internal information programs, the appropriate references, materials, personnel, and equipment.

STANDARD(S): Per the references, ensuring the assessment is based on objective data generated through standard data gathering techniques.

PERFORMANCE STEPS:

1. Conduct an objective survey, tracking command use of internal information programs.
2. Compile the data generated by the survey.
3. Analyze the data, comparing actual audience with the intended audience of the programs.
4. Analyze the data to assess understanding of intended command messages.
5. Report the results of the survey to the participants/audience.
6. Adjust the internal information programs to appeal to/benefit the appropriate audience, if necessary.
7. Contact the purchasing/contracting official of any Commercial Enterprise (CE) vendor's noncompliance.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)

2. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
3. DOD INSTRUCTION 5120.4, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications
4. MCO P5600.31_, Marine Corps Publications and Printing Regulations
5. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

DUTY AREA 04 - MEDIA

TASK: 4302.04.01 (CORE PLUS) INSTITUTE MEDIA IDENTIFICATION AND ESCORT PROCEDURES

CONDITION(S): Given the requirement to identify and escort civilian media representatives, the appropriate references, equipment, and materials.

STANDARD(S): Per the references, accurately identifying legitimate media representatives.

PERFORMANCE STEPS:

1. Establish and maintain a current list of local and regional media representatives.
2. Verify professional credentials of media representatives.
3. Ensure media representatives are informed of ground rules and procedures.
4. Issue press/vehicle passes to selected media representatives, based on frequency of routine visits.
5. Ensure press pass contains control numbers and is properly entered into a tracking system.
6. In contingency operations, verify and record:
 - a. Media name and affiliation.
 - b. Immunization records.
 - c. Passport and visa numbers.
 - d. List of equipment, capabilities, and space requirements.
 - e. List of any government equipment loaned to media representatives.
 - f. Emergency medical information/next of kin notification information.
7. Ensure media representatives are escorted, as required.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
2. SOP, Standing Operating Procedures

TASK: 4302.04.02 (CORE PLUS) COORDINATE NEWS CONFERENCES AND BRIEFINGS

CONDITION(S): Given the need for a news conference/briefing, references, personnel, equipment, and materials.

STANDARD(S): Per the references, ensuring briefing information accurately reflects Marine Corps policy and guidance.

PERFORMANCE STEPS:

1. Determine the need for a news conference/briefing.
2. Determine the Marine Corps' position on the conference subject matter.
3. Determine the most important points of the conference subject matter.
4. Determine location requirements based on:
 - a. Size.
 - b. Lighting.
 - c. Ventilation.
 - d. Restroom facilities.
 - e. Telephones.
 - f. Electrical/Computer outlets.
5. Evaluate suitability of all available perspective locations.
6. Select appropriate conference site.
7. Reserve and inspect the chosen location.
8. Identify Subject Matter Experts (SMEs) familiar with the news conference subject matter.
9. Recommend a primary and alternate spokesman.
10. Brief spokesperson on details of conference (ground rules, the attitude of the invited media representatives, location, uniform, etc.).
11. Draft an opening statement that is short, clear, and to the point.
12. Staff/Review the opening statement, as appropriate.
13. Provide spokesperson with opening statement, and selected anticipated questions/answers.
14. Rehearse conference with spokesperson. Provide media training and critique, as appropriate.
15. Notify appropriate civilian news agencies of upcoming conference/briefing.
16. Assemble press kits.
17. Brief the commander on invited and confirmed attendees.
18. Serve as moderator for press conference/briefing.

19. Determine tentative publication/broadcast dates and obtain copies/clips.
20. Monitor/Record the news conference/briefing.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
 2. DOD DIRECTIVE 5400.11, Department of Defense (DoD) Privacy Program
 3. DOD DIRECTIVE 5400.7, Department of Defense Freedom of Information Act (FOIA) Program
 4. MCO P5211.2_, The Privacy Act of 1974
 5. SECNAVINST 5720.42_, Department of the Navy Freedom of Information Act (FOIA) Program
 6. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4302.04.03 (CORE) COORDINATE THE MEDIA RELATIONS PROGRAM

CONDITION(S): Given access to local media, schedule of upcoming events, references, materials, and equipment.

STANDARD(S): Per the references, ensuring media accessibility to designated events and accuracy of conveyed information.

PERFORMANCE STEPS:

1. Serve as spokesperson for all routine matters.
2. Maintain current list of local media representatives.
3. Coordinate release of external information.
4. Impartially interact with all media representatives.
5. Meet with each media representative periodically.
6. Inform media representatives of all upcoming events.
7. Invite media representatives to visit the command.
8. Include media representatives in command special events.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5400.11, Department of Defense (DoD) Privacy Program

2. DOD DIRECTIVE 5400.7, Department of Defense Freedom of Information Act (FOIA) Program
3. MCO 5230.18, Clearance of Department of Defense Information for Public Release
4. MCO P5211.2_, The Privacy Act of 1974
5. SECNAVINST 5720.42_, Department of the Navy Freedom of Information Act (FOIA) Program
6. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.04.04 (CORE) COORDINATE RESPONSE TO CIVILIAN MEDIA QUERIES

CONDITION(S): Given queries from the civilian media, a standard query form, equipment, materials, and references.

STANDARD(S): Per the references, ensuring the responses are prompt, accurate, tactful, and contain the maximum disclosure of releasable information.

PERFORMANCE STEPS:

1. Ensure the Public Affairs Officer (PAO) is designated as the releasing authority.
2. Ensure all queries are referred to the Public Affairs Office.
3. Inform the commander of all significant queries.
4. Gather needed information from appropriate staff sections or agencies.
5. Draft a response that meets the test of security, accuracy, policy, and propriety.
6. Staff the draft response through the appropriate sections or agencies.
7. Submit response to the commander for final approval.
8. Ensure the approved response is provided to the requesting media.
9. Ensure all media queries and approved responses are recorded on standard query forms and maintained in appropriate files.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
2. DOD DIRECTIVE 5400.11, Department of Defense (DoD) Privacy Program

3. DOD DIRECTIVE 5400.7, Department of Defense Freedom of Information Act (FOIA) Program
 4. MCO 5510.9_, Security of Information for Public Release
 5. MCO P5211.2_, The Privacy Act of 1974
 6. SECNAVINST 5720.42_, Department of the Navy Freedom of Information Act (FOIA) Program
 7. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4302.04.05 (CORE) COORDINATE MEDIA INTERVIEWS AND VISITS

CONDITION(S): Given a media request for an interview/visit, access to interviewee, materials, references, and equipment.

STANDARD(S): Per the references, ensuring appropriate media access.

PERFORMANCE STEPS:

1. Ensure all requests are directed to the Public Affairs Office.
2. Evaluate validity of interview/visit request.
3. Select and notify spokesperson/interviewee.
4. Provide media training to spokesperson/interviewee, as appropriate.
5. Prepare a proposed itinerary.
6. Staff the itinerary for coordination and submit to commander for approval.
7. Distribute approved itinerary to participants.
8. Prepare press kits for distribution to media, as needed.
9. Obtain copy of completed articles resulting from interview/visit.
10. Evaluate the interview results.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
2. DOD DIRECTIVE 5400.11, Department of Defense (DoD) Privacy Program
3. MCO P5211.2_, The Privacy Act of 1974
4. SECNAVINST 5720.42_, Department of the Navy Freedom of Information Act (FOIA) Program

5. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.04.06 (CORE PLUS) DEVELOP COMMAND MEDIA TRAINING PROGRAM

CONDITION(S): Given personnel, references, materials, and equipment.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Compile appropriate training materials, including media training handbooks, guides, videos, etc., from Defense Information School (DINFOS), Division Public Affairs (Div PA), and other sources, as available.
2. Follow the outline provided in the media training handbook.
3. Establish a course of instruction that includes basic media interview techniques.
4. Train Public Affairs staff in media training techniques (Train the Trainers).
5. Ensure the training on media interviews emphasizes the requirement for a media interview to develop and communicate command messages, rather than simply answer a reporter's questions.
6. Create realistic training scenarios that represent most likely media encounters.
7. Conduct on-camera interviews during media training.
8. Provide critique of on-camera interview training.
9. Provide media training prior to all anticipated media interviews, as needed.
10. Tailor media training requirements to meet the needs of the command.
11. Evaluate the effectiveness of the command media training program, and adjust, as necessary.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
2. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release

ADMINISTRATIVE INSTRUCTIONS:

1. Use Media Skills Training Guide (blue book), handout cards, and selected videotaped interviews as references/materials.
2. Other good references include books such as "Hotel Warriors" and "DOD Press Pool report".

TASK: 4302.04.07 (CORE) COORDINATE MEDIA COVERAGE FOR SPECIAL EVENTS

CONDITION(S): Given a scheduled special event, invited media, available escorts, references, materials, and equipment.

STANDARD(S): Per the references, ensuring media are properly escorted.

PERFORMANCE STEPS:

1. Compile a list of attending media.
2. Brief key personnel of anticipated media coverage prior to the event.
3. Determine media requirements.
4. Prepare press kits.
5. Ensure media are given a specified time and location to meet with assigned media escorts.
6. Brief the media on ground rules.
7. Ensure media representatives remain with escorts.
8. Provide transportation to the event site, when necessary.
9. Monitor media coverage.
10. Evaluate the media support provided during the special event, and adjust for future special events, as appropriate.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
3. SOP, Standing Operating Procedures

TASK: 4302.04.08 (CORE PLUS) SHOOT PHOTOGRAPHS

CONDITION(S): Given a scenario involving the non-availability of a Combat Correspondent and the requirement to shoot news photographs, a digital or conventional camera, lenses, manufacturer's operating instructions, and references.

STANDARD(S): Per the references, ensuring professional quality.

PERFORMANCE STEPS:

1. Load camera.

2. Set aperture and shutter speed controls.
3. Compose, focus, and capture the image.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
2. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4302.04.09 (CORE PLUS) WRITE NEWS STORY

CONDITION(S): Given a scenario involving a newsworthy event and the non-availability of a Combat Correspondent, access to reporter's notes (if available), references, standard Marine Corps word processing software, and equipment.

STANDARD(S): Per the references, ensuring the story is accurate, timely, concise, and without grammatical/spelling errors.

PERFORMANCE STEPS:

1. Determine lead emphasis.
2. Identify "who, what, when, where, why, and how" in lead, if possible.
3. Strive for 35 words or less in lead.
4. Structure lead for both internal and external publications.
5. Write bridge transitioning lead to body.
6. Use inverted pyramid writing style for entire story.
7. Determine what information needs attribution.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: 2ndLt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

MOS 4313, BROADCAST JOURNALIST

DUTY AREA 01 - SUPERVISION

TASK: 4313.01.01 (CORE PLUS) SUPERVISE ARMED FORCES RADIO AND TELEVISION SERVICE (AFRTS) RADIO AND TELEVISION STATIONS

CONDITION(S): Given program materials, local program schedule, personnel, references, and equipment.

STANDARD(S): Per the references, ensuring proper handling, control, and disposition of radio and TV program materials.

PERFORMANCE STEPS:

1. Air programs according to local schedule.
2. Program time-sensitive materials according to the local schedule.
3. File materials in radio and television library.
4. Dispose of materials after airing, to include inventory and packing materials for shipment, as appropriate.
5. File applicable documents.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: GySgt

REFERENCE(S):

1. CONCEPTS AND ISSUES, Annual HQMC Programs and Resources publication
2. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
3. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
4. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
5. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
6. MCO 5720.70, American Forces Information Service

DUTY AREA 02 - BROADCAST JOURNALISM

TASK: 4313.02.01 (CORE) CONDUCT A RADIO INTERVIEW

CONDITION(S): Given an interview topic, access to an interviewee, access to the Internet, electronic/non-electronic reference materials, a computer, appropriate equipment, and administrative materials.

STANDARD(S): Per the references, ensuring the relevancy of the interview questions and the production of a quality interview tape.

PERFORMANCE STEPS:

1. Determine objectives of the interview.
2. Determine type of interview and questioning technique.
3. Research the interview topic and interviewee background.
4. Coordinate access to the interviewee.
5. Ensure adequate set-up time for the interview.
6. Prepare questions based on interview objectives.
7. Ensure equipment is operational.
8. Conduct interview, ensuring proper microphone techniques and audio levels.
9. Check tape quality prior to leaving the interview site.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
2. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
3. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
4. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
5. MCO 5720.70, American Forces Information Service

TASK: 4313.02.02 (CORE) CONDUCT A TELEVISION INTERVIEW

CONDITION(S): Given an interview topic, access to an interviewee, access to the Internet, electronic/non-electronic reference materials, a computer, appropriate equipment, and administrative materials.

STANDARD(S): Per the references, ensuring the relevancy of the interview questions and complying with Marine Corps uniform and grooming standards.

PERFORMANCE STEPS:

1. Determine objectives of the interview.
2. Determine type of interview and questioning technique.
3. Research the interview topic and interviewee background.
4. Coordinate access to the interviewee.
5. Ensure adequate set-up time for the interview.
6. Prepare questions based on interview objectives.
7. Ensure equipment is operational.
8. Familiarize interviewee with the television production process and with possible distractions that may be encountered.
9. Ensure strict compliance with uniform and grooming standards, utilizing proper make-up techniques, as required.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
2. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
3. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
4. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
5. MCO 5720.70, American Forces Information Service
6. MCO 6100.10_, Weight Control and Military Appearance
7. MCO P1020.34_, Marine Corps Uniform Regulations

TASK: 4313.02.03 (CORE) WRITE BROADCAST NEWS COPY

CONDITION(S): Given a news topic, background information, access to the Internet, electronic/non-electronic reference materials, a computer, equipment, and administrative materials.

STANDARD(S): Per the references and within the prescribed time frame, ensuring accuracy of the news copy.

PERFORMANCE STEPS:

1. Determine target audience and desired copy length.
2. Isolate major story points.

3. Write a "what happened" or "interest getting" lead.
4. Write the body of the story, recounting the facts chronologically or in descending order of importance.
5. Provide attribution, as needed.
6. Ensure the story is free of libelous statements and conforms to the command's security and policy concerns.
7. Use active and conversational voice.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
3. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
4. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
5. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
6. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
7. JOINT PUB 1-02, DoD Dictionary of Military and Associated Terms
8. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
9. MCO 5720.70, American Forces Information Service

TASK: 4313.02.04 (CORE) WRITE RADIO/TELEVISION SPOT ANNOUNCEMENT COPY

CONDITION(S): Given an announcement topic, background information, access to the Internet, electronic/non-electronic reference materials, a computer, equipment, and administrative materials.

STANDARD(S): Per the references and within the prescribed time frame, ensuring accuracy of the announcement copy.

PERFORMANCE STEPS:

1. Determine spot announcement objective and identify target audience.
2. Choose proper radio/television script format.
3. Review/Research background information.
4. Write the "steps" comprising the spot announcement.
 - a. Attention step - Grab interest and keep sentence short.

- b. Appeal step - Reinforce the important information.
 - c. Action step - For "selling" spots, conclude with an action designed to motivate the audience to act.
5. Ensure the spot meets the assigned time requirement.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
3. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
4. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
5. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
6. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
7. MCO 5720.70, American Forces Information Service

TASK: 4313.02.05 (CORE PLUS) EDIT RADIO/TELEVISION BROADCAST COPY

CONDITION(S): Given draft broadcast copy, background information, access to the Internet, electronic/non-electronic reference materials, a computer, equipment, and administrative materials.

STANDARD(S): Per the references, ensuring factual and grammatical accuracy.

PERFORMANCE STEPS:

1. Review the background information and references.
2. Verify all factual information.
3. Ensure copy is written in active voice and flows smoothly.
4. Eliminate military jargon and acronyms.
5. Ensure all pertinent information is included.
6. Ensure proper attribution is provided.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Cpl

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)

3. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
4. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
5. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
6. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
7. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
8. MCO 5720.70, American Forces Information Service

TASK: 4313.02.06 (CORE PLUS) REWRITE PRINT RELEASE FOR ELECTRONIC MEDIA

CONDITION(S): Given a print release, background information, access to the Internet, electronic/non-electronic reference materials, a computer, equipment, and administrative materials.

STANDARD(S): Per the references, without violating security concerns, and ensuring factual accuracy.

PERFORMANCE STEPS:

1. Determine target audience and desired copy length.
2. Isolate major story points.
3. Write a "what happened" or "interest getting" lead.
4. Write the body of the story, recounting the facts chronologically or in descending order of importance.
5. Provide attribution, as needed.
6. Ensure the story is free of libelous statements and conforms to the command's security and policy concerns.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
3. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
4. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
5. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
6. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
7. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)

8. MCO 5720.70, American Forces Information Service

TASK: 4313.02.07 (CORE) ANNOUNCE BROADCAST COPY

CONDITION(S): Given broadcast copy, pronunciation guide, dictionary, and references.

STANDARD(S): Per the references, within the prescribed time period, and complying with established broadcast standards.

PERFORMANCE STEPS:

1. Rehearse by reading copy aloud.
2. Mark copy for pauses, breathing, and words needing emphasis.
3. Use proper speed and inflection to aid in listener's understanding.
4. Use verbal transitions between stories.
5. For television only: Maintain appropriate eye contact.
6. For television only: Avoid nonverbal messages which could be construed as editorial comment.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
-

TASK: 4313.02.08 (CORE) ANNOUNCE A RADIO MUSIC PROGRAM

CONDITION(S): Given program logs, records, tapes, compact discs, appropriate equipment, broadcast copy, and references.

STANDARD(S): Per the references, complying with professional broadcast standards and local policy.

PERFORMANCE STEPS:

1. Present all elements of the program in compliance with the program log.
2. Ensure the scheduled music corresponds to the program format.
3. Rehearse all announcements scheduled for airing during the shift.
4. Ensure all equipment is operational.
5. Maintain one-on-one communication with the audience.
6. Complete appropriate log entries.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
 3. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
 4. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
 5. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
 6. JOINT PUB 1-02, DoD Dictionary of Military and Associated Terms
 7. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
 8. MCO 5510.9_, Security of Information for Public Release
-

TASK: 4313.02.09 (CORE) PRODUCE A RADIO SPOT ANNOUNCEMENT

CONDITION(S): Given the appropriate recording equipment, access to music and sound effects library, script, and references.

STANDARD(S): Per the references, in compliance with the script instructions, and within the time requirements.

PERFORMANCE STEPS:

1. Select materials which support script, ensuring copywrited material is cleared for use.
2. Rehearse the spot ensuring proper timing of the script elements.
3. Record spot digitally or on analog tape to allow editing.
4. Ensure quality control of the completed product for timing, accuracy, and overall delivery.
5. Transfer finished product to audio cartridge or local database and label it according to local Standing Operating Procedures (SOP).

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
2. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
3. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
4. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)

5. SOP, Standing Operating Procedures

TASK: 4313.02.10 (CORE) PRODUCE A TELEVISION SPOT ANNOUNCEMENT

CONDITION(S): Given the appropriate equipment, video editing cell, music sound effects library, script, and references.

STANDARD(S): Per the references, complying with Marine Corps uniform and grooming standards, and within the designated time requirements.

PERFORMANCE STEPS:

1. Obtain the necessary video to support the television spot.
2. Select music/sound effects, if required.
3. Voice spot, per the script, ensuring compliance with established standards.
4. Mix/Edit voice, music, and video to obtain desired results.
5. Ensure quality control of the completed production.
6. Label the tape, per local Standing Operating Procedures (SOP).

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
 2. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 3. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
 4. DOD DIRECTIVE 5040.5, Alteration of Official DoD Imagery
 5. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
 6. MCO 6100.10_, Weight Control and Military Appearance
 7. MCO P1020.34_, Marine Corps Uniform Regulations
 8. SOP, Standing Operating Procedures
-

TASK: 4313.02.11 (CORE) PRODUCE TV NEWS INSERT

CONDITION(S): Given a news event, references, access to background research information, and appropriate equipment.

STANDARD(S): Per the references and within the designated time frame.

PERFORMANCE STEPS:

1. Complete background research.
2. Obtain video and audio to support news insert.
3. Write copy including the "who, what, when, where, why, and how", including sound bites from interviews, and using natural sound when effective.
4. Voice the script, editing any sound bites, per the script.
5. Prepare proposed announcer introduction.
6. Transfer final product to digital database or master tape.
7. Quality control product and label it, per local Standing Operating Procedures (SOP).

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
3. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
4. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
5. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
6. DOD DIRECTIVE 5040.5, Alteration of Official DoD Imagery
7. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
8. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
9. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
10. MCO 5720.70, American Forces Information Service
11. SOP, Standing Operating Procedures

TASK: 4313.02.12 (CORE) PRODUCE A RADIO NEWS INSERT

CONDITION(S): Given a news event, references, access to background research information, and appropriate equipment.

STANDARD(S): Per the references and within the designated time frame.

PERFORMANCE STEPS:

1. Complete background research.

Appendix B to
ENCLOSURE (6)

2. Obtain audio to support news insert.
3. Write copy including the "who, what, when, where, why, and how" and including sound bites from interviews, etc.
4. Voice the script, editing any sound bites, per the script.
5. Prepare proposed announcer introduction.
6. Transfer final product to audio cartridge or digital database and label it, per local Standing Operating Procedures (SOP).

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
3. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
4. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
5. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
6. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
7. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
8. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
9. MCO 5720.70, American Forces Information Service
10. SOP, Standing Operating Procedures

TASK: 4313.02.13 (CORE) PRODUCE A NEWS/SPORTSCAST

CONDITION(S): Given a computer, access to the Internet, access to news sources, appropriate equipment, established format, and references.

STANDARD(S): Per the references, adhering to professional industry standards, and within the prescribed time frame.

PERFORMANCE STEPS:

1. Develop the script from available sources of copy.
2. Arrange story order and select inserts, if available.
3. For TV: Select graphics to be used and script them, per local policy.
4. Time the news/sportscast and adjust accordingly.

5. Rehearse and distribute script, inserts, and graphics to the appropriate personnel.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
 2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
 3. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 4. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
 5. DOD DIRECTIVE 5040.5, Alteration of Official DoD Imagery
 6. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
 7. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
 8. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
 9. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
 10. MCO 5720.70, American Forces Information Service
-

TASK: 4313.02.14 (CORE) PRODUCE A RADIO FEATURE

CONDITION(S): Given the appropriate equipment, script, access to audio materials (music, sound effects, etc.), and references.

STANDARD(S): Per the references, adhering to professional industry standards, and within the prescribed time frame.

PERFORMANCE STEPS:

1. Gather and record any support materials required by the script.
2. Schedule rehearsal and production time.
3. Rehearse, ensuring all supportive materials are used as scripted.
4. Time the feature and adjust accordingly.
5. Record the program.
6. Quality control the feature.
7. Label the product, per local Standing Operating Procedures (SOP).

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
3. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
4. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
5. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
6. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
7. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
8. MCO 5720.70, American Forces Information Service
9. SOP, Standing Operating Procedures

TASK: 4313.02.15 (CORE) PRODUCE A TELEVISION FEATURE

CONDITION(S): Given the references, appropriate equipment, music/sound effects, and script.

STANDARD(S): Per the references, adhering to professional industry standards and Marine Corps Uniform and Grooming Standards, and within the prescribed time frame.

PERFORMANCE STEPS:

1. Conduct interview(s) and shoot all necessary supporting footage/audio.
2. Write script, incorporating strong soundbites, video, and natural sound.
3. Gather all remaining supportive materials, (music, sound effects, etc.).
4. Schedule production time.
5. Complete announcer functions for the script.
6. Edit the feature.
7. Quality control the feature.
8. Label tape or digital database appropriately.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
3. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
4. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials

Appendix B to
ENCLOSURE (6)

5. DOD DIRECTIVE 5040.5, Alteration of Official DoD Imagery
6. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
7. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
8. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
9. MCO 5720.70, American Forces Information Service
10. MCO 6100.10_, Weight Control and Military Appearance
11. MCO P1020.34_, Marine Corps Uniform Regulations

TASK: 4313.02.16 (CORE PLUS) PRODUCE SPECIAL EVENT PROGRAM

CONDITION(S): Given a special event assignment, personnel, location, access to electronic/non-electronic research sources, appropriate office equipment and supplies, budget resources, and references.

STANDARD(S): Per the references and complying with industry standards.

PERFORMANCE STEPS:

1. Research the assignment.
2. Identify the program objective and the target audience.
3. Conduct a studio or site survey to determine personnel and equipment needs.
4. Coordinate any logistical needs.
5. Coordinate scripting requirements, if necessary.
6. Ensure appropriate power sources.
7. Select needed personnel and equipment.
8. Verify time, date, location, etc., with project officer.
9. Provide a list of personnel covering the event, for access lists.
10. Coordinate promotion of the event.
11. Coordinate meetings with production personnel, as necessary.
12. Ensure equipment operability.
13. Rehearse and identify potential problem areas.
14. Produce program.
15. Write an after action report for future reference.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
 2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
 3. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 4. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
 5. DOD DIRECTIVE 5040.5, Alteration of Official DoD Imagery
 6. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
 7. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
 8. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
 9. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
 10. MCO 5720.70, American Forces Information Service
-

TASK: 4313.02.17 (CORE PLUS) OPERATE TV/RADIO AUDIO CONTROL ROOM EQUIPMENT

CONDITION(S): Given an audio console with microphone, cartridge machines, reel-to-reel machine, Compact Disc players, associated equipment, audio materials, format, and references.

STANDARD(S): Per the references, ensuring equipment operability and ensuring final products meet acceptable broadcast industry standards.

PERFORMANCE STEPS:

1. Gather appropriate materials (logs, reader copy, compact discs, cartridges, etc.)
2. Correctly operate all of the audio equipment.
3. Maintain correct audio/voice levels.
4. Utilize all input/output/channel selector/audio level controls.
5. Ensure final product meets professional broadcast standards.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
-

TASK: 4313.02.18 (CORE) OPERATE AN ANALOG OR DIGITAL AUDIO EDITING DECK

CONDITION(S): Given a reel-to-reel deck, razor blade, grease pencil, pre-recorded tape, script, splicing tape, associated digital editing equipment, and references.

STANDARD(S): Per the references, ensuring the final edited product conforms to industry standards.

PERFORMANCE STEPS:

1. Load tape on deck or editing platform.
2. Play tape or digital segment to locate edit points.
3. If analog: Identify erase, record, and play-back heads.
4. If analog: Mark edit points with grease pencil as they pass play-back head.
If digital: Mark edit points.
5. If analog: Cut the tape at both places at the 45 degree cut of the editing block with the razor blade.
If digital: Lift or cut desired segment.
6. If analog: Connect the two ends together with splicing tape.
7. If analog: Re-thread tape and playback to ensure quality.
If digital: Playback to ensure quality.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials

TASK: 4313.02.19 (CORE PLUS) OPERATE A VIDEO SWITCHER FOR A PRODUCTION

CONDITION(S): Given a video switcher, all necessary inputs and outputs, associated equipment, video sources, and the references.

STANDARD(S): Per the references, maintaining correct video levels and continuity of production or program sequence.

PERFORMANCE STEPS:

1. Assemble required video items for the production, ensuring all sources are cued and ready for on-air use.
2. Execute switch from one source to another, as prescribed by local policy.
3. Execute use of special effects bank.

4. Monitor video meters to maintain quality broadcast.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
 3. SOP, Standing Operating Procedures
-

TASK: 4313.02.20 (CORE PLUS) OPERATE A CHARACTER GENERATOR

CONDITION(S): Given a character generator, appropriate software, and references.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Load font/graphics disks.
2. Review preformatted fonts and graphics.
3. Type in new message(s), including fonts and graphics, as necessary.
4. Record message(s) as created.
5. Display fonts/graphics, as needed.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
-

TASK: 4313.02.21 (CORE PLUS) ARRANGE A NEWS/INTERVIEW SET

CONDITION(S): Given a television studio with associated equipment, appropriate furniture, appropriate lighting, and references.

STANDARD(S): Per the references, ensuring proper lighting, camera placement, angles, and composition.

PERFORMANCE STEPS:

1. Determine the set requirements and available assets.
2. Design set according to needs and existing assets.
3. Ensure proper lighting, camera placement, angles, composition, and microphones.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
-

TASK: 4313.02.22 (CORE PLUS) ARRANGE BASIC TELEVISION STUDIO LIGHTING

CONDITION(S): Given a TV studio with associated equipment, temperature meter, set, and references.

STANDARD(S): Per the references, ensuring correct lighting levels.

PERFORMANCE STEPS:

1. Arrange basic 3-point lighting for the set.
2. Adjust lighting to control illumination and intensity and to properly balance cameras, as necessary.
3. Check temperature with a meter.
4. Adjust temperature with barn doors, scrims, etc., as necessary.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
 3. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance
-

TASK: 4313.02.23 (CORE PLUS) OPERATE STUDIO TELEVISION CAMERAS

CONDITION(S): Given television cameras, headset, control room personnel, appropriate equipment, and references.

STANDARD(S): Per the references, correctly executing all functions associated with camera operation.

PERFORMANCE STEPS:

1. Review camera operator functions and director commands.
2. Ensure cameras have been registered and are in a ready status.
3. Perform all camera functions, per director's command.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
 3. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance
-

TASK: 4313.02.24 (CORE) ARRANGE ELECTRONIC NEWS GATHERING (ENG) LIGHTING

CONDITION(S): Given the appropriate equipment, subject/location, props, and references.

STANDARD(S): Per the references, ensuring sufficient illumination for camera operation and subject, and meeting all technical requirements.

PERFORMANCE STEPS:

1. Survey the location to determine lighting requirements.
2. Light the subject/location using basic 2 or 3-point lighting, as necessary.
3. Adjust scenery, props, and equipment, as required.
4. Balance the camera after lighting is established.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
 3. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance
-

TASK: 4313.02.25 (CORE) OPERATE ELECTRONIC NEWS GATHERING (ENG) EQUIPMENT

CONDITION(S): Given Electronic News Gathering (ENG) equipment (to include camera, tripod, lights, microphone), and the references.

STANDARD(S): Per the references, ensuring equipment operability and quality videotape production.

PERFORMANCE STEPS:

1. Connect power source and insert videotape.
2. Ensure correct lighting.

3. Balance the camera.
4. Record video and audio, ensuring good shot composition and video and audio levels.
5. Playback tape to ensure correct video before leaving location.
6. Remove tape and disconnect power source.
7. Secure the equipment.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
3. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance

TASK: 4313.02.26 (CORE) EDIT ANALOG TAPE AND NON-LINEAR VIDEO

CONDITION(S): Given prerecorded primary footage (A-Roll), prerecorded secondary footage (B-Roll), a script, log, prerecorded narration, and appropriate editing equipment.

STANDARD(S): Per the references, ensuring product adheres to the script and is free of technical problems.

PERFORMANCE STEPS:

1. Preview both A and B-Rolls, making a log of video which includes shots and timecode.
2. Compare log and script and write in video selections at the appropriate point in the script.
3. Bulk erase a tape for the final product.
4. Record an ample amount of control track (black).
5. Rewind tape.
6. If digital: Digitize selected clips.
7. Record color bars, tone, and countdown, as required.
8. If analog: Insert soundbite and narration on channel 1, natural sound on channel 2, and primary footage in scripted order.

If digital: Add narration, soundbites, natural sound, and primary footage, where appropriate.
9. Quality control the product.

10. If digital: Record to master tape and quality control the product.
11. Label the tape.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials

TASK: 4313.02.27 (CORE) PRODUCE INSERT UTILIZING VISUAL STORYTELLING CONCEPTS

CONDITION(S): Given prerecorded primary footage (A-Roll), prerecorded secondary footage (B-Roll), and appropriate editing equipment.

STANDARD(S): Per the references, ensuring tape is free of technical problems and incorporates appropriate storytelling techniques.

PERFORMANCE STEPS:

1. Log A and B-Roll tapes. (Note instances of strong natural sound that will assist in effectively telling the story.)
2. Select effective soundbites.
3. Select footage that demonstrates a variety of shots, including:
 - a. Extreme close ups.
 - b. Close ups.
 - c. Medium shots.
 - d. Long shots.
4. Utilize variety of shots to make up a three-shot sequence, when appropriate.
5. Include instances of strong natural sound and effective soundbites that may contain periods where subject does not directly address the camera.
6. Write script incorporating all the elements in Steps 3, 4, and 5.
7. Edit story following scripted guidelines and utilizing the following techniques:
 - a. Audio Punctuation.
 - b. Audio Weaving.
 - c. Non-Narrative or Limited Narrative.
8. Choose shots that show variety and aid in visualization.
9. Quality Control and ensure product meets broadcast standards.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
 2. BROADCAST WRITING STYLE GUIDE, Defense Information School (DINFOS)
 3. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 4. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
-

TASK: 4313.02.28 (CORE PLUS) DEVELOP A RADIO PROGRAM FORMAT

CONDITION(S): Given current audience survey results, references, command guidance, equipment, and administrative materials.

STANDARD(S): Per the references, ensuring balance between survey results and command requirements.

PERFORMANCE STEPS:

1. Analyze the audience survey results.
2. Reflect survey results and command requirements in the program format.
3. Ensure spot placement and frequency meet command requirements.
4. Develop programming aids to compliment the format.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
 2. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
 3. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
-

TASK: 4313.02.29 (CORE) PERFORM OPERATOR'S MAINTENANCE ON BROADCAST EQUIPMENT

CONDITION(S): Given broadcast equipment and the appropriate cleaning gear and supplies, authorization, and references.

STANDARD(S): Per the references, within the established timeframe, ensuring equipment operability.

PERFORMANCE STEPS:

1. Perform Operator's Preventive Maintenance (OPM), including basic head cleaning.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
2. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
3. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance

TASK: 4313.02.30 (CORE PLUS) DEVELOP A MASTER RADIO PROGRAM SCHEDULE

CONDITION(S): Given a current program schedule, the audience survey results, radio package information, appropriate equipment, administrative materials, and references.

STANDARD(S): Per the references, ensuring the schedule reflects the audience survey results and command requirements.

PERFORMANCE STEPS:

1. Analyze the audience survey results to establish target audience, audience desires, and peak listening periods.
2. Program locally produced programs during peak listening periods.
3. Program expanded news blocks and other special information programs at traditional news times or per special audience survey results.
4. Program Armed Forces Radio Television Service (AFRTS) satellite programming for remainder of broadcast day.
5. Ensure established radio programming techniques are utilized in the program schedule.
6. Utilize appropriate programming techniques if programming for both AM and FM.
7. Submit proposed schedule to approving authority.
8. Publish the schedule.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
2. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
3. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
4. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
5. MCO 5720.70, American Forces Information Service

Appendix B to
ENCLOSURE (6)

TASK: 4313.02.31 (CORE PLUS) CONDUCT AN AUDIENCE SURVEY

CONDITION(S): Given previous surveys and results, appropriate equipment, and references.

STANDARD(S): Per the references, utilizing standard surveying techniques and a statistically valid sample size.

PERFORMANCE STEPS:

1. Review previous survey and update questions, as necessary.
2. Ensure survey questions include demographic information and cover all aspects of broadcast operations.
3. Determine statistically valid sample size.
4. Determine method of survey distribution.
5. Use random sampling techniques to determine survey recipients.
6. Coordinate with host command, as appropriate.
7. Pretest the survey and revise, as necessary.
8. Promote/Publicize the survey.
9. Distribute the survey to the sample audience.
10. Tabulate survey results.
11. Publish the results of the survey.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
2. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
3. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
4. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
5. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
6. MCO 5720.70, American Forces Information Service

TASK: 4313.02.32 (CORE PLUS) MANAGE RADIO/TELEVISION PROGRAM MATERIALS

CONDITION(S): Given Armed Forces Radio and Television Service (AFRTS) current Satellite Network (SATNET) information schedule, AFRTS TV/radio SATNET advisory, appropriate equipment, administrative materials, and references.

STANDARD(S): Per the references, ensuring complete and current inventory.

PERFORMANCE STEPS:

1. Supervise the unpacking of all program materials, verifying the packing list with the contents of the program package.
2. Contact Armed Forces Radio Television Service-Broadcast Center (AFRTS-BC) immediately if discrepancies exist between package contents and packing list.
3. Supervise breakdown of shipment and file or store according to references.
4. Ensure regulations addressing copyright and control are followed.
5. Ensure proper disposition (disposal, storage) of materials.
6. Complete and file appropriate documents.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
2. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
3. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
4. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
5. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
6. MCO 5720.70, American Forces Information Service

TASK: 4313.02.33 (CORE PLUS) MANAGE TRAFFIC AND CONTINUITY (T&C)

CONDITION(S): When assigned to a broadcast outlet and given access to program logs, files, appropriate equipment, Armed Forces Radio and Television Service (AFRTS) and local spots, contact list, and administrative supplies.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Ensure daily log preparation and proper filing.
2. Maintain liaison with clients on current contact list.
3. Determine Command Information (CI) objectives.

4. Evaluate spots for effectiveness.
5. Formulate spot campaigns.
6. Monitor spots for audience impact.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
2. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
3. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
4. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
5. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
6. MCO 5720.70, American Forces Information Service

TASK: 4313.02.34 (CORE PLUS) ESTABLISH BROADCAST STANDING OPERATING PROCEDURES (SOP)

CONDITION(S): Given the references, equipment, a computer with current word processing software, administrative supplies, and access to broadcast activities.

STANDARD(S): Per the references and command requirements, ensuring currency.

PERFORMANCE STEPS:

1. Review the references.
2. Review current Standing Operating Procedures (SOP), if applicable, for reliability, pertinence, and accuracy.
3. Gather pertinent information on broadcast activities.
4. Organize information and include administrative instruction in draft Standing Operating Procedures (SOP) format.
5. Route the draft Standing Operating Procedures (SOP) to appropriate sections for comment.
6. Review comments and make appropriate revisions to the draft Standing Operating Procedures (SOP).
7. Submit Standing Operating Procedures (SOP) for signature.
8. Publish Standing Operating Procedures (SOP).
9. Distribute Standing Operating Procedures (SOP).
10. Maintain Standing Operating Procedures (SOP) with current information.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors
 2. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
 3. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
 4. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
 5. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
 6. MCO 5720.70, American Forces Information Service
 7. SOP, Standing Operating Procedures
-

TASK: 4313.02.35 (CORE PLUS) SUPERVISE BROADCAST NEWS OPERATIONS

CONDITION(S): Given a newsroom, associated files and planning guides, personnel, appropriate equipment, administrative materials, and references.

STANDARD(S): On a daily basis, ensuring complete and accurate news coverage, per the references.

PERFORMANCE STEPS:

1. Conduct an on-going orientation program for newly assigned personnel.
2. Observe and evaluate personnel on a regular basis.
3. Ensure military training requirements are met.
4. Maintain newsroom files and references, on-call rosters, background files, alibi files, sensitivity files, events calendars, and other appropriate planning guides.
5. Schedule personnel for duty.
6. Establish liaison with the Public Affairs Officer (PAO) and key members of the command.
7. Make decision on news coverage and events to be aired, referring to higher authority, if necessary.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. COMMERCIAL BROADCAST REFERENCE TEXT, Various authors

17 FEB 00

3. DOD 5120.20-R, Management and Operation of Armed Forces Radio and Television Service (AFRTS)
4. DOD DIRECTIVE 5120.20, Armed Forces Radio and Television Service (AFRTS)
5. DOD DIRECTIVE 5122.10, American Forces Information Service (AFIS)
6. MCO 5100.27, Armed Forces Radio and Television Services (AFRTS)
7. MCO 5720.70, American Forces Information Service
8. SOP, Standing Operating Procedures

MOS 4341, COMBAT CORRESPONDENT

DUTY AREA 01 - SUPERVISION

TASK: 4341.01.01 (CORE PLUS) MAINTAIN PUBLIC AFFAIRS STANDING OPERATING PROCEDURES (SOP)

CONDITION(S): When assigned as Public Affairs Chief or Marketing and Public Affairs Representative (MPA Rep), given command publications and directives, equipment, standard Marine Corps word processing software, and references.

STANDARD(S): Per the references, ensuring currency.

PERFORMANCE STEPS:

1. Evaluate existing Standing Operating Procedures (SOP).
2. Analyze local procedures in each of the functional areas of Public Affairs.
3. Review local objectives and policies.
4. Document/Update Standing Operating Procedures (SOP), incorporating changes in procedures and/or policies.
5. Route Standing Operating Procedures (SOP) for comments.
6. Incorporate revisions to the draft Standing Operating Procedures (SOP), if appropriate.
7. Submit Standing Operating Procedures (SOP) for signature.
8. Publish Standing Operating Procedures (SOP).
9. Distribute Standing Operating Procedures (SOP).
10. Maintain Standing Operating Procedures (SOP) with current information.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: SSgt

REFERENCE(S):

1. CONCEPTS AND ISSUES, Annual HQMC Programs and Resources publication
2. DOD 5500.7-R, Joint Ethics Regulation (JER)
3. DOD INSTRUCTION 5230.29, Security and Policy Review of DoD Information for Public Release
4. DOD INSTRUCTION 5435.2, Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purposes
5. DOD INSTRUCTION 5505.10, Investigation of Noncombat Deaths of Active Duty Members of the Armed Forces
6. DOD WEB POLICY MEMORANDUM, Dated 7 Dec 98

Appendix C to
ENCLOSURE (6)

7. MCO 5230.18, Clearance of Department of Defense Information for Public Release
8. MCO 5700.5, Development of Proposed Public Affairs Guidance (PPAG)
9. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
10. SECNAVINST 5720.47, Department of Navy Policy for Content of Publicly Accessible World Wide Web Sites, dtd 1 Jul 99
11. SOP, Standing Operating Procedures
12. T/E, Table of Equipment

TASK: 4341.01.02 (CORE PLUS) REVIEW RELEASABLE INFORMATION FOR POLICY VIOLATIONS

CONDITION(S): Given the appropriate references, materials, and equipment.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Review the references.
2. Ensure releasable information conforms to regulations.
3. Determine proper release authority and level.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
2. DOD DIRECTIVE 5400.7, Department of Defense Freedom of Information Act (FOIA) Program
3. MCO 5510.9_, Security of Information for Public Release
4. MCO P5211.2_, The Privacy Act of 1974
5. SECNAVINST 5720.42_, Department of the Navy Freedom of Information Act (FOIA) Program
6. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.01.03 (CORE PLUS) SUPERVISE ON-THE-JOB TRAINING (OJT) PROGRAMS

CONDITION(S): Given the appropriate references, access to training materials, instructors, standard Marine Corps software programs, equipment, and materials.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Review the references.
2. Determine the training requirement.
3. Assign personnel to conduct training.
4. Review lesson plans and correct deficiencies, as required.
5. Monitor and evaluate training.
6. Critique and counsel instructors.
7. Document training.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: SSgt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
3. JOINT PUB 1-02, DoD Dictionary of Military and Associated Terms
4. MCO P1200.7_, Military Occupational Specialties Manual (Short Title: MOS Manual)

TASK: 4341.01.04 (CORE PLUS) BRIEF PUBLIC AFFAIRS OFFICER (PAO) ON PUBLIC AFFAIRS TRAINING PROGRAMS

CONDITION(S): Given the references, information on current Public Affairs programs, and equipment.

STANDARD(S): Per the references, ensuring all Public Affairs training programs are accurately briefed.

PERFORMANCE STEPS:

1. Brief Public Affairs Officer (PAO) on courses offered through the MOS producing schoolhouse.
2. Brief the Public Affairs annual training schedule.
3. Include information on the other Armed Services' distance learning outlets.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials

2. TRAINING INPUT PLAN (TIP), Marine Corps Combat Development Command, T&E Division, MPB (C463FT) document (annual)

TASK: 4341.01.05 (CORE PLUS) DEVELOP PROCEDURES FOR RELEASE OF INFORMATION TO THE PUBLIC

CONDITION(S): Given references, materials, and equipment.

STANDARD(S): Per the references, ensuring information is accurate and in compliance with Department of Defense (DoD) and Marine Corps policies.

PERFORMANCE STEPS:

1. Review the references.
2. Implement internal controls to ensure compliance with DoD and Marine Corps Public Affairs guidance.
3. Ensure procedures for release are properly written, edited, and reviewed.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. DOD DIRECTIVE 5230.9, Clearance of DoD Information for Public Release
 2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4341.01.06 (CORE PLUS) SUPERVISE PREPARATION AND DISTRIBUTION OF NEWS CLIPS

CONDITION(S): Given Marine Corps related articles clipped from newspapers, magazines, and periodicals, the reference, materials, and equipment.

STANDARD(S): Per the reference.

PERFORMANCE STEPS:

1. Review Marine Corps related clips.
2. Review format of clips.
3. Ensure clips are distributed, as required.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Cpl

REFERENCE(S):

1. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4341.01.07 (CORE PLUS) WRITE PROPOSED PUBLIC AFFAIRS GUIDANCE

CONDITION(S): Given a newsworthy event, references, materials, standard Marine Corps word processing software, and equipment.

STANDARD(S): Per the references, ensuring the guidance reflects current Department of Defense (DoD) and Marine Corps policies and regulations.

PERFORMANCE STEPS:

1. Research information pertaining to the event/topic.
2. Review the references. (Department of Defense (DoD), Marine Corps, and local guidance).
3. Develop statement, questions, and answers.
4. Route anticipated questions/answers.
5. Obtain higher command approval, if applicable.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. DOD INSTRUCTION 5405.3, Development of Proposed Public Affairs Guidance (PPAG)
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.01.08 (CORE PLUS) SUPERVISE INTERNAL MEDIA PRODUCTION

CONDITION(S): Given information pertinent to an internal audience, audience survey results, access to publication contract, references, materials, and equipment.

STANDARD(S): Per the references, ensuring dissemination of pertinent information to the internal audience.

PERFORMANCE STEPS:

1. Evaluate internal audience needs.
2. Review command internal information.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. DOD INSTRUCTION 5120.4, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications
2. MCO P5600.31_, Marine Corps Publications and Printing Regulations

3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.01.09 (CORE PLUS) REVIEW ADVERTISING FOR PROPRIETY

CONDITION(S): Given proposed advertising and references.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Review the references.
2. Ensure advertising is in compliance with references.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. MCO 5720.71, Joint Public Affairs Operations
 2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4341.01.10 (CORE PLUS) DRAFT PUBLIC AFFAIRS ANNEX TO OPERATIONS PLANS AND ORDERS

CONDITION(S): When assigned as Public Affairs Chief and given appropriate references, materials, equipment, and standard Marine Corps word processing software.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Review the references.
2. Consult commander's guidance, the basic order, and higher headquarters Public Affairs (PA) annex for assistance.
3. Write annex, including provisions for all pertinent Public Affairs functional areas.
4. Staff draft Public Affairs (PA) annex to affected staffs and sections.
5. Revise draft annex, as needed.
6. Submit approved Public Affairs annex for inclusion in Operations Plans and Orders.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. CJCSM 3122.3, Joint Operation Planning and Execution System - Vol II

2. DOD DIRECTIVE 5400.13, Joint Public Affairs Operations
3. DOD INSTRUCTION 5405.3, Development of Proposed Public Affairs Guidance (PPAG)
4. JOINT PUB 3-61, Doctrine for Public Affairs in Joint Operations
5. JOINT PUB 5-03.1, Joint Operation Planning and Execution System, Vol I (Planning Policies and Procedures)
6. JOINT PUB 5-03.2, Joint Operation Planning and Execution System (JOPES), Vol II
7. MCO 5720.71, Joint Public Affairs Operations
8. MCO 5720.72, Procedures for Joint Public Affairs Operations

TASK: 4341.01.11 (CORE PLUS) ESTABLISH COMMAND INFORMATION BUREAU (CIB)

CONDITION(S): Given a newsworthy event, media access, personnel, funds, references, materials, and equipment.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Evaluate the importance of the newsworthy event.
2. Evaluate media interest in the event, and determine the amount and type of equipment the media will bring to the event.
3. Evaluate resource requirements (manpower, transportation, communication, supply, equipment).
4. Determine available resources and perspective sites.
5. Draft Command Information Bureau (CIB) Standing Operating Procedures (SOP), to include internal structure of the bureau, budgetary requirements, amount and type of equipment needed, and the impact of environmental conditions.
6. Coordinate with pertinent staff members (operations, logistics, supply, budget officers, etc.).

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: SSgt

REFERENCE(S):

1. CJCSM 3122.3, Joint Operation Planning and Execution System - Vol II
2. DOD DIRECTIVE 5400.7, Department of Defense Freedom of Information Act (FOIA) Program
3. JOINT PUB 3-61, Doctrine for Public Affairs in Joint Operations

Appendix C to
ENCLOSURE (6)

4. JOINT PUB 5-03.1, Joint Operation Planning and Execution System, Vol I (Planning Policies and Procedures)
5. JOINT PUB 5-03.2, Joint Operation Planning and Execution System (JOPES), Vol II
6. MCO 5720.72, Procedures for Joint Public Affairs Operations
7. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.01.12 (CORE PLUS) PREPARE ANNUAL PUBLIC AFFAIRS BUDGET

CONDITION(S): Provided the appropriate reference, local orders and directives, materials, and equipment.

STANDARD(S): Ensuring budget addresses all facets of Public Affairs mission with full justification and documentation of each expenditure.

PERFORMANCE STEPS:

1. Determine Public Affairs budget requirements based on the mission.
2. Prioritize budget requirements.
3. Justify and document each proposed expenditure.
4. Monitor operating budget.
5. Respond to the midyear budget review.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: SSgt

REFERENCE(S):

1. SOP, Standing Operating Procedures

TASK: 4341.01.13 (CORE PLUS) PREPARE FIVE-YEAR PUBLIC AFFAIRS BUDGET

CONDITION(S): Given command budget guidance/regulations/directives and the appropriate equipment, materials, and reference.

STANDARD(S): Per the command budget guidance, ensuring budget addresses all facets of Public Affairs mission with full justification and documentation of each proposed expenditure.

PERFORMANCE STEPS:

1. Prioritize budget requirements.
2. Justify and document each proposed expenditure.
3. Monitor operating budget.

4. Respond to the midyear budget review.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: SSgt

REFERENCE(S):

1. SOP, Standing Operating Procedures
-

TASK: 4341.01.14 (CORE PLUS) SUPERVISE COMMAND WEB SITE

CONDITION(S): Given the appropriate computer assets, information, references, Internet access, and responsibility for upkeep of the command web site.

STANDARD(S): Per the references, ensuring information is accurate and consistent with higher headquarters' guidance.

PERFORMANCE STEPS:

1. Review applicable references.
2. Evaluate assets, including availability of personnel and equipment to support the web site.
3. Ensure web site content reflects the commander's intent, is accurate, in compliance with regulations, and consistent with higher headquarters' guidance.
4. Evaluate effectiveness of web site.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: SSgt

REFERENCE(S):

1. DOD INSTRUCTION 5230.29, Security and Policy Review of DoD Information for Public Release
2. DOD WEB POLICY MEMORANDUM, Dated 7 Dec 98
3. MARADMIN 094/99, World Wide Web Site Compliancy Assessment, dtd 5 Mar 99

DUTY AREA 02 - COMMUNITY RELATIONS

TASK: 4341.02.01 (CORE PLUS) CONDUCT INSTALLATION TOUR

CONDITION(S): Given a tour itinerary, transportation, references, and equipment.

STANDARD(S): Per the references, ensuring accuracy of tour information and adherence to the itinerary.

PERFORMANCE STEPS:

1. Validate the itinerary.
2. Coordinate logistical support.
3. Arrange for base access.
4. Meet the visitors at a pre-arranged time.
5. Greet and brief the visitors.
6. Be prepared to accurately answer questions.
7. Maintain firm but friendly control of the group at all times.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: PFC

REFERENCE(S):

1. DOD DIRECTIVE 5410.18, Community Relations
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.02.02 (CORE PLUS) DRAFT EVENTS CALENDAR

CONDITION(S): Given a series of events, the reference, materials, and equipment.

STANDARD(S): Per the reference, including all pertinent events.

PERFORMANCE STEPS:

1. Research recurring events and identify new events.
2. Prioritize events.
3. Determine level of support required.
4. Distribute approved events calendar.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Cpl

REFERENCE(S):

1. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.02.03 (CORE PLUS) RESPOND TO COMMUNITY INQUIRY

CONDITION(S): Given a civilian community request, standard Marine Corps word processing software, equipment, and materials.

STANDARD(S): Ensuring the responses are prompt, accurate, and tactful.

PERFORMANCE STEPS:

1. Record all vital information from the incoming request.
 - a. Name, address, phone number, and organization.
 - b. Time and date of the request.
2. Inform supervisor of the request.
3. Evaluate request to determine appropriate response.
4. Gather needed information.
5. Draft an accurate and complete response.
6. Ensure the approved response is sent to the requestor.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: PFC

REFERENCE(S): (NONE)

TASK: 4341.02.04 (CORE PLUS) RESPOND TO COMMUNITY SPONSORED EVENTS

CONDITION(S): Given a community sponsored event, a request for support, the appropriate forms, materials, references, and equipment.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Determine required support.
2. Generate request form for Armed Forces participation in public events.
 - a. Non-Aviation DoD Form 2536.
 - b. Aerial Support DoD Form 2535.
3. Evaluate Department of Defense (DoD) request forms for appropriateness and compliance with DoD policies and for coordination with units involved.
4. Respond to requestor.

MCO 1510.62A
17 FEB 00

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Cpl

REFERENCE(S):

1. DOD DIRECTIVE 5410.18, Community Relations
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

ADMINISTRATIVE INSTRUCTIONS: Contact Division of Public Affairs, Community Relations Branch, for DoD Forms 2535 and 2536 if they are not available at local command.

Appendix C to
ENCLOSURE (6)

DUTY AREA 03 - INTERNAL INFORMATION

TASK: 4341.03.01 (CORE PLUS) CONDUCT A NEWSPAPER SURVEY

CONDITION(S): Given a requirement for readership data, references, standard Marine Corps word processing and database software, and equipment.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Select the preferred survey method.
 - a. Mail survey.
 - b. Focus group interview.
 - c. Personal interviews.
2. Generate questionnaire.
3. Select a survey population.
4. Select a sampling technique.
 - a. Simple random sampling.
 - b. Stratified random sampling.
 - c. Cluster sampling.
 - d. Systematic sampling.
5. Administer the survey.
6. Analyze the data.
7. Compile a survey report.
8. Publish survey results.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. DOD INSTRUCTION 5120.4, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications
2. MCO P5600.31_, Marine Corps Publications and Printing Regulations
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

DUTY AREA 04 - MEDIA

TASK: 4341.04.01 (CORE PLUS) MAINTAIN MEDIA CONTACT LIST

CONDITION(S): Given the requirement to identify civilian and military media organizations and representatives, access to sources of information, references, materials, and equipment.

STANDARD(S): Per the references, ensuring list accuracy.

PERFORMANCE STEPS:

1. Research all local, regional, and national media outlets.
2. Establish point of contact at each media outlet.
3. Update media contact list, as needed, to ensure currency.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.04.02 (CORE PLUS) RESPOND TO MEDIA QUERY

CONDITION(S): Given a media query, query form, equipment, materials, and the reference.

STANDARD(S): Per the reference, ensuring the response is accurate and contains maximum disclosure with minimum delay of releasable information.

PERFORMANCE STEPS:

1. Ensure all queries are documented.
2. Research proper response to queries.
3. Generate response to query based on research.
4. Release approved query to requesting media.
5. File each completed query.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Cpl

REFERENCE(S):

1. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4341.04.03 (CORE PLUS) COORDINATE MEDIA INTERVIEW

CONDITION(S): Given a media request for interview, materials, references, and equipment.

STANDARD(S): Per the references, ensuring appropriate media access.

PERFORMANCE STEPS:

1. Select/Notify spokesperson.
2. Establish time and date for interview.
3. Brief/Rehearse spokesperson.
4. Record interview.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Cpl

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
 2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4341.04.04 (CORE PLUS) CONDUCT MEDIA TRAINING

CONDITION(S): Given non-Public Affairs personnel, the references, materials, and equipment.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Coordinate scheduling of media training for non-Public Affairs personnel.
2. Generate syllabus for media training.
3. Complete media training.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. MEDIA SKILLS GUIDE, Division of Public Affairs instructional material
 2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations
-

TASK: 4341.04.05 (CORE PLUS) PREPARE PRESS KIT

CONDITION(S): Given a newsworthy event, access to pertinent information, the reference, materials, and equipment.

STANDARD(S): Per the reference, ensuring the kit contains only pertinent, non-classified background information on the event.

PERFORMANCE STEPS:

1. Gather appropriate material for press kit.
2. Ensure sufficient quantities are available.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.04.06 (CORE PLUS) COORDINATE MEDIA COVERAGE FOR NEWS EVENTS

CONDITION(S): Given a news event, list of invited media, list of available escorts, materials, and equipment.

STANDARD(S): Ensuring media remain under escort control.

PERFORMANCE STEPS:

1. Compile a list of attending media.
2. Determine print and electronic media requirements.
3. Select muster point.
4. Prepare press kits.
5. Determine required number of media escorts.
6. Brief key participants prior to the event.
7. Brief media ground rules.
8. Convoy media to the event site, if necessary.
9. Write an after action report, if warranted.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Cpl

REFERENCE(S): (NONE)

TASK: 4341.04.07 (CORE PLUS) CONDUCT BRIEFINGS

CONDITION(S): Given a scenario requiring a briefing, standard Marine Corps word processing and presentation software, equipment, materials, and references.

STANDARD(S): Per the references, ensuring accuracy of information.

PERFORMANCE STEPS:

1. Research topic.
2. Develop visual aids, computer presentation, and handouts, if applicable.
3. Select an appropriate briefing site.
4. Provide opportunity for audience question/answer period.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Sgt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

DUTY AREA 05 - JOURNALISM

TASK: 4341.05.01 (CORE) CONDUCT INTERVIEW

CONDITION(S): Provided background files, sources, references, equipment, and materials.

STANDARD(S): Ensuring enough information is gathered to produce an accurate news/feature story/spot announcement.

PERFORMANCE STEPS:

1. Research interview topic.
2. Schedule time/place for interview.
3. Ensure tape recorder, camera, note pad and writing utensils are on hand.
4. Ensure accuracy, brevity, and clarity of facts/information.
5. Coordinate follow-up questions, if necessary.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
2. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.05.02 (CORE) WRITE NEWS STORY

CONDITION(S): Given a newsworthy event, access to reporter's notes, references, standard Marine Corps word processing software, and equipment.

STANDARD(S): Per the references, ensuring the story is accurate, timely, concise, and without grammatical/spelling errors.

PERFORMANCE STEPS:

1. Determine lead emphasis.
2. Identify "who, what, when, where, why, and how" in lead, if possible.
3. Strive for 35 words or less in lead.
4. Structure lead for both internal and external publications.
5. Write bridge transitioning lead to body.
6. Use inverted pyramid writing style for entire story.
7. Determine what information needs attribution.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.05.03 (CORE) WRITE ACCIDENT NEWS STORY

CONDITION(S): Given an accident, accident reports, access to individuals with pertinent information, references, standard Marine Corps word processing software, and equipment.

STANDARD(S): Per the references, ensuring the story is accurate, timely, concise, and without grammatical/spelling errors.

PERFORMANCE STEPS:

1. Determine lead emphasis of story.
2. Identify "who, what, when, where, why, and how" in lead, if possible.
3. Strive for 35 words or less in lead.
4. Structure lead for both internal and external publications.
5. Write bridge identifying victims or stating victims' identities are being withheld pending notification of next of kin.
6. Use inverted pyramid writing style for entire story.
7. Determine what information needs attribution.
8. Include appropriate "under investigation" statement.
9. Ensure accuracy of information gathered.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.05.04 (CORE) WRITE FEATURE STORY

CONDITION(S): Given a subject, references, access to research materials, standard Marine Corps word processing software, and equipment.

STANDARD(S): Per the references, ensuring the story is accurate, timely, concise, and without grammatical/spelling errors.

PERFORMANCE STEPS:

1. Select topic.
2. Determine lead as narrative, descriptive, direct question, quotation, or teaser.
3. Use lead to set mood or tone of story.
4. Use figurative language and various story-telling devices of fiction writing.
5. Observe and record actions, settings, and personality characteristics of people and things in story.
6. Use transitions to carry reader from one thought to another.
7. Vary sentence and paragraph lengths.
8. Ensure story is free of libelous statements.
9. Tie conclusion of story to lead, as appropriate.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.05.05 (CORE) WRITE SPORTS STORY

CONDITION(S): Given a sporting event, access to research materials, references, standard Marine Corps word processing software, and equipment.

STANDARD(S): Per the references, ensuring the story is accurate, timely, concise, and without grammatical/spelling errors.

PERFORMANCE STEPS:

1. Determine proper sources for gathering sports data.
2. Determine lead emphasis.
3. Identify statistics and "who, what, when, where, why, and how" in lead, as possible.

4. Use sports terminology.
5. Use statistics, nicknames, and ranks, when appropriate.
6. Use descriptive language.
7. Write bridge transitioning lead to body.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.05.06 (CORE) WRITE PHOTO CUTLINES

CONDITION(S): Given still photographs, references, standard Marine Corps word processing software, and equipment.

STANDARD(S): Per the references, in standard journalistic style, without grammatical, spelling, or syntax errors.

PERFORMANCE STEPS:

1. Determine type of outline.
2. In first sentence, describe the action and identify persons and objects in the photograph.
3. In second sentence, provide background information which includes the "who, what, when, where, why, and how" information.
4. Write photograph credit according to local style.
5. Write outline in present tense.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.05.07 (CORE) LOCALIZE NEWS MATERIAL

CONDITION(S): Given a news story, references, standard Marine Corps word processing software, and equipment.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Research local angle and military tie.
2. Identify as many of the "who, what, when, where, why, and how" (Five Ws and H) in lead, as possible.
3. Use local authorities for attribution, when appropriate.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.05.08 (CORE PLUS) WRITE AN EDITORIAL

CONDITION(S): Given a topic, references, access to research materials, standard Marine Corps word processing software, and equipment.

STANDARD(S): Per the references, ensuring the expressed opinion does not violate Marine Corps command policy, security, or propriety.

PERFORMANCE STEPS:

1. Research subject.
2. Ensure editorial addresses topic without violating Marine Corps command policy, security, or propriety issues.
3. Set tone of editorial: inform, influence, or entertain.
4. Include title, lead, body, and conclusion.
5. Present facts objectively.
6. Ensure editorial does not violate the AP Stylebook and contains no errors in spelling, grammar, or syntax.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook

2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials

TASK: 4341.05.09 (CORE PLUS) RESEARCH REPORTING ASSIGNMENT

CONDITION(S): Given the reference, access to informational sources (to include Internet), standard Marine Corps word processing software, equipment, and materials.

STANDARD(S): Per the reference, ensuring accuracy and pertinence of the background information.

PERFORMANCE STEPS:

1. Compile assignment objectives and special instructions.
2. Coordinate logistical requirements, when needed.
3. Compile resource material (Internet, newspaper morgue, biographical files, library, etc.).

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
-

TASK: 4341.05.10 (CORE) COPY EDIT MATERIAL FOR PUBLICATION

CONDITION(S): Given a story, supporting art, cutlines, standard Marine Corps word processing software, equipment, and references.

STANDARD(S): Per the references and established industry standards.

PERFORMANCE STEPS:

1. Read story for familiarization.
2. Ensure accuracy of information and adherence to spelling and grammar rules.
3. Ensure writing utilizes transitions, colorful verbs, clarity, and other stylistic techniques.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
 2. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
-

TASK: 4341.05.11 (CORE) WRITE A NEWSPAPER HEADLINE

CONDITION(S): Given a newspaper story, a designated headline indicating column width, number of lines and typeface, standard Marine Corps word processing software, equipment, and the reference.

STANDARD(S): Per Associated Press (AP) Stylebook and professional journalistic standards.

PERFORMANCE STEPS:

1. Read the copy.
2. Designate layout requirements.
3. Write effective headline.
4. Ensure headline meets editorial standards.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook

TASK: 4341.05.12 (CORE) DESIGN PUBLICATION

CONDITION(S): Given references, standard Marine Corps desktop publishing software, and equipment.

STANDARD(S): Ensuring publication meets acceptable Associated Press (AP) and Department of Defense (DoD) standards.

PERFORMANCE STEPS:

1. Determine size and requirements of publication.
2. Create dummy pages.
3. Import text and photos.
4. Ensure all design elements meet industry standards.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. AP STYLEBOOK, Associated Press Stylebook
2. COMMERCIAL JOURNALISM REFERENCE TEXT, Various authors
3. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
4. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.05.13 (CORE) SHOOT PHOTOGRAPHS

CONDITION(S): Given a digital or conventional camera, lenses, manufacturer's operating instructions, and references.

STANDARD(S): Per the references, ensuring professional quality.

PERFORMANCE STEPS:

1. Load camera.
2. Set aperture and shutter speed controls.
3. Compose, focus, and capture the image.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
2. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance
3. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.05.14 (CORE) SELECT IMAGES FOR PUBLICATION

CONDITION(S): Given photographs, situational requirements, and references.

STANDARD(S): Per the references, ensuring selected photographs meet propriety, quality, and security standards.

PERFORMANCE STEPS:

1. Evaluate all photographic images for quality, creativity, propriety, and security.
2. Evaluate all photographic images for subject content and applicability to the story line.
3. Select the best photographic images to support the story line and layout requirements.
4. Mark selected photographic images for printing and annotate printing instructions.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
2. DOD DIRECTIVE 5040.5, Alteration of Official DoD Imagery

3. DOD DIRECTIVE 5400.11, Department of Defense (DoD) Privacy Program
4. SECNAVINST 5720.44_, Department of the Navy Public Affairs Policy and Regulations

TASK: 4341.05.15 (CORE) SELECT APPROPRIATE LENS FOR PHOTOGRAPHIC ASSIGNMENT

CONDITION(S): Given appropriate equipment, references, and information about the assignment.

STANDARD(S): Ensuring selected lens produces desired professional quality photographs.

PERFORMANCE STEPS:

1. Evaluate the assignment.
2. Determine the desired effect and select the appropriate lens.
3. Mount the lens on the camera.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
2. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance

TASK: 4341.05.16 (CORE PLUS) PERFORM OPERATOR'S MAINTENANCE ON CAMERAS AND LENSES

CONDITION(S): Given a camera, cleaning equipment, and the reference.

STANDARD(S): Per the equipment manufacturer's operating instructions.

PERFORMANCE STEPS:

1. Clean all authorized surfaces and other accessories.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance

TASK: 4341.05.17 (CORE PLUS) TRANSMIT ELECTRONIC IMAGES

CONDITION(S): Given an image, references, standard Marine Corps software and equipment.

STANDARD(S): Per the references, ensuring successful transmission.

PERFORMANCE STEPS:

1. Scan image.
2. Attach image to e-mail.
3. Send e-mail.
4. Save image and file.

INITIAL TRAINING SETTING: MOJT Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
 2. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance
-

TASK: 4341.05.18 (CORE) OPERATE DIGITAL CAMERA

CONDITION(S): Given a digital camera and references.

STANDARD(S): Per camera manufacturer's operating instructions.

PERFORMANCE STEPS:

1. Check for correct exposure.
2. Compose shot.
3. Focus and shoot photo.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
 2. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance
-

TASK: 4341.05.19 (CORE) OPERATE CONVENTIONAL CAMERA

CONDITION(S): Given a conventional camera and references.

STANDARD(S): Per camera manufacturer's operating instructions.

PERFORMANCE STEPS:

1. Check for correct exposure.
2. Compose shot.

3. Focus and shoot photograph.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Pvt

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
2. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance

TASK: 4341.05.20 (CORE PLUS) SHOOT PHOTO ESSAY

CONDITION(S): Given digital or conventional camera equipment and the references.

STANDARD(S): Per the references.

PERFORMANCE STEPS:

1. Select topic.
2. Develop story board.
3. Coordinate photographic shoot.
4. Conduct shoot.

INITIAL TRAINING SETTING: FLC Sustainment: 12 Req By: Cpl

REFERENCE(S):

1. DINFOS INSTRUCTION MATERIALS, Defense Information School Reference Materials
2. MANUFACTURER'S INSTRUCTIONS, Instructions for equipment operation/maintenance

SUMMARY/INDEX OF INDIVIDUAL TRAINING STANDARDS BY SPECIFIC CATEGORY (MOJT, DL, PST)

1. This enclosure summarizes the Individual Training Standards (ITS) according to three categories:

Appendix A: ITSs Trained via Managed On-The-Job Training (MOJT)

Appendix B: ITSs Supported by Distance Learning (DL) Products

Appendix C: ITSs Supported by Performance Support Tools (PST)

2. If no information is applicable to a category, the appendix will include a statement to that effect.

3. Format. The columns in each appendix are as follows:

a. SEQ. Sequence Number. This number dictates the order in which tasks for a given duty area are displayed.

b. TASK. ITS Designator. This is the permanent designator assigned to the task when it is created.

c. TITLE. ITS Task Title.

d. CORE. An "X" appears in this column when the task is designated as a "core" task required to "make" a Marine or qualify that Marine for the appropriate MOS. The absence of an "X" indicates that this is an advanced ("core plus") task that is mission, rank, or billet specific.

e. FLC. Functional Learning Center. An "X" appears in this column when the FLC is designated as the initial training setting. The absence of an "X" indicates that the initial training is accomplished through Managed On-The-Job Training (MOJT).

f. DL. Distance Learning (DL) Product. An "X" in this column indicates that at least one DL product is associated with this task. Consult enclosure (6) for details.

g. PST. Performance Support Tool (PST). An "X" in this column indicates that at least one PST is associated with this task. Consult enclosure (6) for details.

h. SUS. Sustainment Training Period. An entry in this column represents the number of months between evaluation or retraining by the unit to maintain the proficiency required by the standard, provided the task supports the unit's METL.

i. REQ BY. Required By. An entry in this column depicts the lowest rank required to demonstrate proficiency in this task.

j. PAGE. Page Number. This column lists the number of the page in enclosure (6) that contains detailed information concerning this task.

ENCLOSURE (7)

INDIVIDUAL TRAINING STANDARDS TRAINED VIA MANAGED ON-THE-JOB TRAINING

This appendix includes a summary listing of all ITS tasks planned for initial Managed On-The-Job Training (MOJT). They are grouped by MOS and Duty Area.

<u>SEQ</u>	<u>TASK</u>	<u>TITLE</u>	<u>CORE</u>	<u>FLC</u>	<u>DL</u>	<u>PST</u>	<u>SUS</u>	<u>REQ</u>	<u>BY</u>	<u>PAGE</u>
<u>MOS 4302, PUBLIC AFFAIRS OFFICER</u>										
<u>DUTY AREA 01 - SUPERVISION</u>										
2)	4302.01.02	WRITE COMMAND OR INSTALLATION ANNUAL PUBLIC AFFAIRS CAMPAIGN PLAN	12	2ndLt				6-A-2		
3)	4302.01.03	EVALUATE REQUESTS FOR LATERAL MOVES INTO OCCFLD 43	12	2ndLt				6-A-2		
4)	4302.01.04	ESTABLISH PUBLIC AFFAIRS STANDING OPERATING PROCEDURES (SOP)	12	2ndLt				6-A-3		
7)	4302.01.07	ESTABLISH PUBLIC INFORMATION HOTLINES	12	2ndLt				6-A-6		
9)	4302.01.09	ESTABLISH A COMMAND INFORMATION BUREAU (CIB)	12	2ndLt				6-A-8		
10)	4302.01.10	DEVELOP PUBLIC AFFAIRS EMERGENCY/CRISIS ACTION PLAN	12	2ndLt				6-A-8		
12)	4302.01.12	MAINTAIN THE PUBLIC AFFAIRS TABLE OF EQUIPMENT (T/E)	12	2ndLt				6-A-10		
13)	4302.01.13	SUPERVISE PREPARATION OF ANNUAL PUBLIC AFFAIRS BUDGET	12	2ndLt				6-A-11		
<u>DUTY AREA 02 - COMMUNITY RELATIONS</u>										
3)	4302.02.03	PLAN TOUR PROGRAMS	12	2ndLt				6-A-15		
4)	4302.02.04	COORDINATE PLANNING FOR COMMAND OPEN HOUSE	12	2ndLt				6-A-15		
5)	4302.02.05	ORGANIZE COMMAND SPEAKER'S BUREAU PROGRAM	12	2ndLt				6-A-16		
6)	4302.02.06	DRAFT SPECIAL EVENTS CALENDAR	12	2ndLt				6-A-17		
7)	4302.02.07	PROMOTE CULTURAL AWARENESS THROUGH INTERNAL INFORMATION VEHICLES	12	2ndLt				6-A-17		
<u>DUTY AREA 03 - INTERNAL INFORMATION</u>										
2)	4302.03.02	SET PARAMETERS FOR CIVILIAN ENTERPRISE (CE) NEWSPAPER CONTRACT	12	2ndLt				6-A-19		
<u>DUTY AREA 04 - MEDIA</u>										
1)	4302.04.01	INSTITUTE MEDIA IDENTIFICATION AND ESCORT PROCEDURES	12	2ndLt				6-A-22		
2)	4302.04.02	COORDINATE NEWS CONFERENCES AND BRIEFINGS	12	2ndLt				6-A-22		
6)	4302.04.06	DEVELOP COMMAND MEDIA TRAINING PROGRAM	12	2ndLt				6-A-27		
8)	4302.04.08	SHOOT PHOTOGRAPHS	12	2ndLt				6-A-28		
9)	4302.04.09	WRITE NEWS STORY	12	2ndLt				6-A-29		

Appendix A to
ENCLOSURE (7)

17 FEB 00

SEQ	TASK	TITLE	CORE	FLC	DL	PST	SUS	REQ	BY	PAGE
<u>MOS 4313, Broadcast Journalist</u>										

DUTY AREA 02 - BROADCAST JOURNALISM

5)	4313.02.05	EDIT RADIO/TELEVISION BROADCAST COPY	12	Cpl	6-B-5
6)	4313.02.06	REWRITE PRINT RELEASE FOR ELECTRONIC MEDIA	12	Pvt	6-B-6
17)	4313.02.17	OPERATE TV/RADIO AUDIO CONTROL ROOM EQUIPMENT	12	Pvt	6-B-15
19)	4313.02.19	OPERATE A VIDEO SWITCHER FOR A PRODUCTION	12	Pvt	6-B-16
20)	4313.02.20	OPERATE A CHARACTER GENERATOR	12	Pvt	6-B-17
21)	4313.02.21	ARRANGE A NEWS/INTERVIEW SET	12	Pvt	6-B-17
22)	4313.02.22	ARRANGE BASIC TELEVISION STUDIO LIGHTING	12	Pvt	6-B-18
23)	4313.02.23	OPERATE STUDIO TELEVISION CAMERAS	12	Pvt	6-B-18
33)	4313.02.33	MANAGE TRAFFIC AND CONTINUITY (T&C)	12	Sgt	6-B-25

MOS 4341, COMBAT CORRESPONDENTDUTY AREA 01 - SUPERVISION

1)	4341.01.01	MAINTAIN PUBLIC AFFAIRS STANDING OPERATING PROCEDURES (SOP)	12	SSgt	6-C-1
3)	4341.01.03	SUPERVISE ON-THE-JOB TRAINING (OJT) PROGRAMS	12	SSgt	6-C-2
4)	4341.01.04	BRIEF PUBLIC AFFAIRS OFFICER (PAO) ON PUBLIC AFFAIRS TRAINING PROGRAMS	12	Sgt	6-C-3
6)	4341.01.06	SUPERVISE PREPARATION AND DISTRIBUTION OF NEWS CLIPS	12	Cpl	6-C-4
8)	4341.01.08	SUPERVISE INTERNAL MEDIA PRODUCTION	12	Sgt	6-C-5
11)	4341.01.11	ESTABLISH COMMAND INFORMATION BUREAU (CIB)	12	SSgt	6-C-7
12)	4341.01.12	PREPARE ANNUAL PUBLIC AFFAIRS BUDGET	12	SSgt	6-C-8
13)	4341.01.13	PREPARE FIVE-YEAR PUBLIC AFFAIRS BUDGET	12	SSgt	6-C-8
14)	4341.01.14	SUPERVISE COMMAND WEB SITE	12	SSgt	6-C-9

DUTY AREA 02 - COMMUNITY RELATIONS

1)	4341.02.01	CONDUCT INSTALLATION TOUR	12	PFC	6-C-10
2)	4341.02.02	DRAFT EVENTS CALENDAR	12	Cpl	6-C-10
3)	4341.02.03	RESPOND TO COMMUNITY INQUIRY	12	PFC	6-C-11

DUTY AREA 04 - MEDIA

1)	4341.04.01	MAINTAIN MEDIA CONTACT LIST	12	Sgt	6-C-14
2)	4341.04.02	RESPOND TO MEDIA QUERY	12	Cpl	6-C-14
3)	4341.04.03	COORDINATE MEDIA INTERVIEW	12	Cpl	6-C-15
4)	4341.04.04	CONDUCT MEDIA TRAINING	12	Sgt	6-C-15
5)	4341.04.05	PREPARE PRESS KIT	12	Pvt	6-C-15
6)	4341.04.06	COORDINATE MEDIA COVERAGE FOR NEWS EVENTS	12	Cpl	6-C-16

Appendix A to
ENCLOSURE (7)

MCO 1510.62A
17 FEB 00

<u>SEQ</u>	<u>TASK</u>	<u>TITLE</u>	<u>CORE</u>	<u>FLC</u>	<u>DL</u>	<u>PST</u>	<u>SUS</u>	<u>REQ</u>	<u>BY</u>	<u>PAGE</u>
<u>DUTY AREA 05 - JOURNALISM</u>										
8)	4341.05.08	WRITE AN EDITORIAL				12	Pvt			6-C-22
9)	4341.05.09	RESEARCH REPORTING ASSIGNMENT				12	Pvt			6-C-23
16)	4341.05.16	PERFORM OPERATOR'S MAINTENANCE ON CAMERAS AND LENSES				12	Pvt			6-C-26
17)	4341.05.17	TRANSMIT ELECTRONIC IMAGES				12	Pvt			6-C-26

Appendix A to
ENCLOSURE (7)

INDIVIDUAL TRAINING STANDARDS SUPPORTED BY DISTANCE LEARNING PRODUCTS

There are no Distance Learning Products assigned to any tasks in this order.

INDIVIDUAL TRAINING STANDARDS SUPPORTED BY PERFORMANCE SUPPORT TOOLS

There are no performance support tools assigned to any tasks in this order.